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NEW YORK, WEDNESDAY, JULY 1, 1953

PRICE 25 CENTS

3-D'S BLOW-HOT, BLOW-COLD 'You're A Grand Old Flag' and Other

Disk Firecrackers to Set Off July 4

The first practical disk talking-machine was the Gram-o-phone, invented by Emile Berliner, German-born inventor who lived in Washington, D. C. On April 3, 1896, Berliner recorded what may have been the first platter ever made especially for Fourth of July trade. Although the waxing was done in Washington, the record was called "The Spirit of '76—A Street Scene in Boston." The performers of '96 who "huzzaed" and defied the Red Coats were unidentified, but they crowded lots of sound and fury into the single-sided, seven-inch, raspy zinc disk. For many years afterwards, Victor and other record purveyors made a practice of issuing in June special supplements and demonstration-booth hangers of "Records of Patriotic Interest," in the hope that the approach of "the Glorious Fourth" would stir the flag-waving emotions of the average American and pep up the normally below-par summer platter business. These special supplements consisted largely of standard patriotic songs: "The Star-Spangled Banner," "America," "Columbia, the Gem of the Ocean," "Battle Hymn of the Republic," "Yankee Doodle," "Battle Cry of Freedom," etc. But there was also a smattering of patriotic orations, such as Leonard (Continued on page 36)

Nothing Juvenile About Gotham 'Jury' Spread

Unprecedented case of a network television show being telecast regularly on three of the seven channels in the New York market will occur next. Monday (6), when "Juvenile Jury" starts on 'NBC-TV, with the show set to appear simultaneously in N. Y. on WNBT, WOR-TV and WATV, Newark.

WOR-TV gets show because of its rights deal with Barry, Enright & Friendly, owners and packagers of the program, which originated on WOR-AM several years ago.

WATV will get the program because Serutan, which is launching a new product, Geritol Jr. with the program, owns a piece of the Newark station, which occupies Channel 13 in the Gotham market. Both stations will pick up an NBC-TV feed.

stations will pick up an NBC-

\$10,000,000 Hotel For Reno A La Las Vegas Strip

Reno, June 30.
Building of a \$10,000.000 resort hotel is slated to begin in Reno within the next 60 days. The Reno Desert Inn would be along the design of the Las Vegas Strip hotels, containing 346 rooms, a swimming pool and dining room-casino to seat 1,000.

Such hotels

RELEASE PLANS

Hollywood's entry into new dimensions continues to be marked by vacillation. The uncertainty is as evident as the shuffling of release skeds, as producers and distribs maneuver in search of the most marketable product.

When the Arch Oboler eye-opener; "Bwana Devik," received a surprising b.o. reception, almost every filmery showed an inclination to join the 3-D bandwagon. Critics' views, plus audience complaints, induced a degree of caution. This disappeared somewhat with the reception of Warner Bros. "House of Wax," Paramount's "Sangaree" and Universal's "It Came From Outer Space."

Despite the socko be returns

Wax, "Paramount's "Sangaree" and Universal's "I. Came From Outer Space."

Despite the socko b.o. returns, there remains among many tradesters a hard core of skeptleism that 3-D will take a dive, once the novelty value wears out. It is this skepticism that's causing the topsylurvy in production plans.

Frequent changes in filming plans have made it well-nigh impossible to determine just how many 3-D pictures will be available for delivery to the nation's theatres during the next year. While the first announcement of a new picture may reveal that it'll be a stereopic, subsequent reports of the film will quietly drop the 3-D appellation. It may be changed to a widescreen technique, or may simply be listed without any reference to the filming process.

Examples are Par's announcement on "Red Garters" and "Knock (Continued on page 48)

MAJORS SHUFFLE Pix and Radio (As Fellow TV **Sufferers) Unite on Talent Deals**

Hayes & Healy Unearth

Electronic Gaglegger

Hollywood, June 30.

Eddie Rio, Coast rep of American Guild of Varlety Artists, has alerted all AGVA field reps to be on the watch for "tapeworms."

Rio said crackdown follows recent discovery that a pianist in the relief orch at the Riverside, Renormatical to the relief or that a pianist in the relief or that the Riverside, Renormatical to Riverside op Ruby Matters, who ripped the recorder apart and threatened to fire the 88'er if it ever happened again. Rio says pranist planned to Send tape cast to worked there. Rio complained to writers, selling it to them for the gags.

As a result, Rio is suspicious stunt may be in practice elsewhere so guild's on the o. o. for "tape worms," so termed by Hayes tollowing the Reno incident.

Dog Days Produce

Best B.O. Manners:

Tix for All Shows

By ALICE GRIFFIN

Check at ticket windows of N. Y. legit houses operating on 44th 45th and 46th streets during these died do say in the biz, is starting (Continued on page 55)

DeMille Denies Charge

Merry Widow Star Again
In Bridal Suite Script
For 50th Wedding Anni
Deal Script
For 50th Wedding Anni
Deal Script
For 50th Wed

Two U.S. Pix in 1st 10 at Berlin Fest; Riots Curtain 'Window' Into West

By HAROLD MYERS

Berlin, June 30.

A French entry, "Le Salaire De La Peur," was awarded first place in the Berlin Film Festival, which wound up Sunday (28). Runnerup was "Magia Verde," Italian film, "The Village," from Switzerland, rated third.

Among the English language films, seventh place was won by Britain's "The Captain's Paradise," eighth place by the American picture, Republic's "The Sun Shines Bright," and 20th-Fox's "The Man On A Tightrope" was tenth.

In one of its main objectives, the Berlin Film Festival failed, Politically, it was intended that the junket should serve as a shop-vindow for the film industries of the western world to the residents of Eastern Germany, but since the riots of a week aro, there has been no through traffic from east to west. One picture theafre just inside the western zone had been taken over for the duration of the Festival for the exclusive use of East Berliners, but only a few score people each day have succeeded in penetrating the barrier to get a gillmpse of the international screenings.

"The Bad and the Beautiful" (M-G) was Hollywood's opening attraction here and rated high marking in the public poll on which the Festival results are (Continued on page 53)

Kudos Variety Clubmen For Putting 'Heart' Into Will Rogers TB Hospital

By GENE ARNEEL

Saranac, N. Y., June 30.

"Variety Clubs represents the heart of show business and a part of that heart is right here," commented Robert J. (Bob) O'Donnell, v.p. of Interstate Theatres, Dallas, He was referring to the Will Rogers Memorial Hospital, and 45 Gotham visitors were in immediate agreement with the Texa's showman.

For the operation of this tuberculosis institution showed certain
individuals and groups in the trade
at their humanitarian best. The
Rogers hospital has become a remarkable achievement, havin g
heen elevated over the past four
years from a project of pitful neglect to an instrument of genuineimportance in combatting TB.
Prominent specialists in the field
have come to recognize the Rogers
hospital to the extent that they've
proposed merging its research en-For the operation of this tubersed merging its research (Continued on page 55)

Laud Pic, Radio Names For Entertaining Gls

It Italywood, June 30.
Lt. Gen. Robert Harper, repre-nting the U.S. Dept. of Defense, commended more than 100 Holly

commended more than 100 Holly-wood film and radio personalities for their work in entertaining. American servicemen overseas dur-ing the past three years. Celebration was held at the Pan Pacific Auditorium, with George Murphy presiding as head of the Hollywood Coordinating Commit-tee. Event was enceed by Johnny Grant and Keenan Wynn, who had made Junkets to Korea.

House Subversive Probe **Resumes Next Week in N.Y**

Resumes Next Week in N.Y.

Washington, June 30.

Subcommittee of the House UnAmerican Activities Committee
resumes hearings in New York,
starting July 6, on Commy infitration into education and entertainment. Sessions will last about oneweek, according to present estimates. Hearings are to take care
of loose ends left over from the
hearings conducted in New York
last May.

Lillian Hellman and Dorothy,
Parker are among those whom Sen.
Joseph R. McCarthy's investigating committee expects to hear during three days of hearings commencing tomorrow (Wed.), in conmection with the State Dept's
overseas librarles and information
centers. Among others of the 23
writers and artists for whom subpoenas have been issued are Reckwell Kent, Mrs. Paul Robeson and
Corliss Lamont.

Grammar School Stuff

Grammar School Stuff
Rome, June 23.
After being informed here that her play, "The Children's Hour" had been removed from some overseas State Dept. libraries, Lillian Hellman said, I'll stand on the

lian Hellman said, I'll stand on the play—it's about as political as a 10-year-old in a grammer school."
Miss Hellman declined further comment, saying that her plays can speak for themselves, and that she did not care to go into her personal views. She is vacationing in flay for the summer, making Rome her headquarters, with trips around the peninsula.

Sure Hates TV: Psycho Stabs CBS Cameraman **And Assaults Actor**

And Assaults Actor

A crazed psychopath sneaked into a CBS-TV (New York) studio where "City Hospital" was in re-nearsal yesterday (Tues.), cried, "I hate television! It's dirty!," stabbed a cameraman, and hurled a glass pitcher at the head of an actor.

The cameraman, Pat McBride, was taken to Roosevelt Hospital, where he was suffering from a punctured lung. The actor, Eric Dressler, was also taken to hospital, suffering from shock, but was later released.

Four guards disarmed the assailant, Richard Gaughan, 29, a clerk, who was removed to the 18th Police Precinct.

Co-sponsors of "City Hospital,"

who was removed to the 18th Police Precinct.
Co-sponsors of "City Hospital," Arrid and Carter's Little Liver Pills, and producers Julian Funt and Walter Selden, cancelled the show skedded for last night (Tues.) and substituted a kine.
Horman Glazer, manager of the CBS street-level studio 58, at 55th St. and 9th Ave., formerly the Town Theatre, said the assailant had gained entry into the studio by telling a guard: "I'm, an actor on the show in rehearsal,"
Police at 18th Precinct said the assailant had made the statement after his capture: "TV is killing people. I wanted to straighten it out by killing the TV operator."
Gaughan will be detained in court today (Wed.) at 10 a.m., and then taken to Bellevue Hospital.



HORACE HEIDT FOR LUCKY STRIKE Under Personal Management JOHN LEER 111 Fifth Ave., New York

SAG Members To Vote on By-law **Banning Commies**

Hollywood, June 30. Hollywood, June 30.
Screen Actors Guild's special committee appointed to study the Communist problem suggested a new bylaw making persons who are members of the Communist Party ineligible for membership in SAG, and the union's exec board, after a lengthy meeting. Monday (29) night, passed it unanimously. It is being submitted to membership immediately for mail referendum. Letter to members, accompanying the proposed bylaw change, traces SAG's long anti-Communist fight and tells members that the board "condemns in the strongest possible terms the following Guild

board "condemns in the strongest possible terms the following Guild members who have been named as present or past Communist party members, who on appearing before house committee refused to state whether they are or ever have been members of the party: Georgia Backus, Morris' Carnovsky, How-land Chamberlin, Dorothy Com-(Continued on page 54)

U.S. Tokyo Distribs Blast 'Task Force

Tokyo, June 30.

In an unprecedented action, the heads of all the major U. S. film distributing offices here signed and dispatched a cable to Eric Johnston, Motion Picture Assn. of America prexy, protesting the planned release in Japan of Warner Bros. Pacific war tinter, "Task Force." Action followed intense discussion of the propriety of releasing this plus a protest to the American embassy from the Japanese Motion Picture Ethics Committee. Tokyo, June 30 mittee.

"Force" was imported last year,

"Force" was imported last year, but not released. Current popularity of local war films, and smash b.o. of "Sands of Iwo Jima" (Rep) last May prompted the planned July release of the Gary Cooper pic. Opposition voiced by film circles and the intelligentsia has been continued on page 54) (Continued on page 54)

BROADWAY IN JULY By TOM WEATHERLY

Now comes those sultry, silly days When neophytes from their hide

when neophytes from their hide-aways

Bombard the drama eds with dreams

About their wondrous theatre schemes.

One claims he's gonna star Mae West In solo readings from Eddie Guest;

Another's found a script so funny Even Jack Benny's putting up money.

But comes the Fall, and these fey

folk.

Disappear like a wisp of smoke:

Their-opening-nights-are-neverroasted
Because their bonds are never
posted.

SCULLY'S SCRAPBOOK

By Frank Scully

Mars, Ark.

The boys at Universal-International have gone from "City Beneath The Sea" to "It Came From Outer Space" in a matter of a few months. That sounds as if they went from being all wet to being high and dry, but the less facetious fact is they are making more money on less invested capital than any bunch in Hollywood today.

This should inspire those who fear that Hollywood is living on borrowed time. For all their mechanization, pictures are still very personal productions, and no one could have been blamed if he had prophesied that with the death of Uncle Carl Laemmle years ago Universal City would have become a ghost town long before now.

But the opposite has turned out to be the case. Even bogged down by a merger and as silly a split billing as the world of bit has ever seen (all no doubt necessary for legal reasons), the old lot off Hollywood's Cahuenga Pass has come up with amazingly successful, guesses as to what the public will go for next. It has done even better in guessing how far the public, will go when a cycle has started.

It is almost as difficult to know when to get off these things as to when to start one. Everybody was touting U-I off what I chose to call the "science-friction" craze. It had reached its end, fairly smart people felt sure. Yet U-I went ahead with "It Came From Outer space" and, according to Brog, "it has a strong money entry in this science fiction feature which is assured attention in the present market by use of 3-D, stereophonic sound and wide screen." He wrote this on May 21. By now he can cash in his clips where U-I cashes in its chips. The gamble has paid off handsomely.

What pleased me most about this payoff was that Ray Bradbury came through a winner, too. He wrote the original story.

Bradbury Tells The World

I don't know him, but shortly after the last presidential election he took out a full page ad in Daily Vakiery and told our part of the solar system that he was continuing his dissenting opinions, and anybody who called him a Communist had better do it

woug wno called him a Communist had better do it down an unbugged drain because he'd do his best to clink the lout under charges of criminal libel.

His Democratic Manifesto so impressed me that I wrote him a fan letter. That he has not been dragooned before some judgment-proof Congressional committee for his insolent individualism I lay to the fact that I saw a sticker on an old car the other day, "Ike and Nixon," it proclaimed, "Time for a change."

"Gosh," I said to myself, "already? After only six months?"

Anyway, Bradbury by flying a "Don't-Tread-On-Me" ensign, has so far not been trod upon.

I hope that is not his penname but one his ancestors passed on to him, because I'm getting pretty tired of having immigration officers calling at Bedside Manor and wondering if I could help them clear up the past of some Hollywood character who is a first-generation emigrant, and because he talks like an early American is suspect by second-generation emigrants who have wangled their way into harassing official positions.

A couple of these immigration couriers, bewildered by my Harry Greb sort of windmill tilting, recently asked, "Are you an American-born, Mr. Scully?" I suspect they hoped for another case to add to their dossier. "Hell, no," I replied, "I'm a New Yorker!"

What I liked best about Ray Bradbury's picture (and I call it his picture despite the contributions of William Alland as producer, Jack Arnold as director, Harry Essex as scripter, Cliff Stine as cameraman and Richard Carlson as star), is that Bradbury clothed his hero in civilized trappings. His hero was a scientist instead of a trigger-happy member of the military arm. He believed the visitors from outer space meant no more harm to the emigrant or native-born Americans than Columbus meant to the native-born Americans he first met 462 years ago. So Brad's hero tried to brief his fellow-townsmen in hospitality instead of hate, and in courage and confidence instead of fear and distrust.

Way Off Course, Eh?

distrust.

Way Off Course, Eh?

This is right down my alley in international and interplanetary relations and I was glad to see that Bradbury gave his hero the mind and the means to help the visitors, who seemingly were grounded by accident, to get back on their course and kiss this dizzy planet goodbye. The other day I found out why it is dizzier than formerly. It is traveling in three directions at the same time and is 50,000,000 miles off its course. I had hoped that Bradbury would have given some inkling as to why a ship from outer space might have got so far out of line as to plunge into the Mojave Desert, but that would have opened up the whole field of magnetic energy, and the peasants are hardly up to the cosmology of atomic energy without being driven out of their few remaining wits by the next great step in power and politics.

Though this may not be earth-shaking news the Al- Though this may not be earth-shaking news the Al- Though this may not be earth-shaking news the Al- Though the same than the same time and interplanetary than the same time and interplanetary to the cosmology of atomic energy without being driven out of their few remaining wits by the next great step in power and politics.

out of their few remaining wits by the next great step in power and politics.

Though this may not be earth-shaking news, the Air Force and I have made a peace pact of sorts. It seems about three years ago I roundly berated the Pentagonians for, first, denying that these objects from outer space existed and, second, ordering that the so-and-so's be shot down on sight.

Since that time the Pentagonians admit (unofficially, anyway) that they made a sorry mess of that public relations job and hold no hard feelings toward me for bringing them to heel in the matter. Moreover, they are now stuck with 750 unknown objects, most of which have been caught on their radarscopes. That represents quite an increase over the 34 I claimed they were stuck with in 1949. Their orders no longer are to shoot the Saucerians at sight.

With Passports And Visas, Too?

Both the Air Force's intelligence officers and the FBI are busy running down just such characters as Ray Bradbury imagined in "It Came From Outer Space." I have heard the figures. They vary between 5,000 and 10,000 spacemen supposedly walking this earth and checking on the possibility of friendly landings. In fact, I have talked to some who claimed they were from outer space and were planning to pull out soon, as it didn't look as if this world were long for this universe. The suspicion was that we would eventually blow ourselves to hell.

They were not so concerned about atomic bombs because, after all,

to pull out soon, as it didn't look as if this world were long for this universe. The suspicion was that we would eventually blow ourselves to hell.

They were not so concerned about atomic bombs because, after all, there is just so much uranium around, but the hydrogen bomb disturbed them because there is plenty of hydrogen in our atmosphere, and they feared that such a bomb could light up the rest and burn the atmosphere off our earth. Without atmosphere, of course, not only the ducks would be dead ducks.

It was an interesting theory. Another Saucerian advanced the suspicion that if we blew up our planet, other planets would rush in to fill the vacuum and that would speed up the whole solar system and yank their point of origin into the mad whirl as well.

I don't, as a practice, turn these cases over to the FBI, because I understand all their psychiatrists have gone crazy already. I just listen and say, "Sure, sure," till such visitors leave.

Having missed George Pal's version of Orson Welles' version of H. G. Wells' version of machines coming from Mars to destroy us and being buckled under at the last moment by our super-duper microbes, I'm glad I hung around long enough to see U-I's more friendly version of what visitors from space have in store for us.

That word "space," which used to mean the little white spots between words, is becoming a mighty fascinating noun. I hope our pilots, who must be up to 50,000 feet by now, get the rest of the waysoon so I can check on whether Wells, Bradbury or my spies had the best answer as to what they look like and what they are flying around here for anyway.

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VIDPIX YEN THEATRE MARKET

Figured Hazen and Wallis Can Split \$6,000,000 in Cap Gains Between 'Em

Hollywood, June 30.
Collapse of the Joseph H. Hazen-Hal Wallis corporate setup, which raine as a surprise even to execs on both Coasts who have been close to both Coasts who have been close to, the indie company, is generally re-garded in the trade as temporary, with the Hazen-Wallis combo to re-sume operations not too far off, in the future. Announcement of the dissolution was made here over the

dissolution was made here over the weekend.

Production unit has been a profitable operation and according to insiders, a good part of the earnings have been kept in the company. H-W has been releasing through Paramount the past five years. If there's to be a liquidation of all assets, the indie outfit would have a net worth, including jits cash reserves, of close to \$6,000,000, according to trade estimates. Capital gains tax considerations influenced the move to dissolve, it's suspected.

Among indications that the H-W will set up production again is that fact that as recently as within the past few weeks the unit registered new titles of features with the Motion Picture Assn. of America.

Neither partner is ready to formally announce future plans at the present time but Wallis will maintain his office at Paramount until August.

Release of the latest H-W fea-

August.
Release of the latest H-W feature, "Money From Home," will be announced within the next three months. It was not included in the company's contract with Par.
Wallis had planned to produce (Continued on page 14)

U.S. Maps Feature Propaganda Pix

company execs were told yester-day (Tues) at a meeting with J. Cheever Cowdin, newly ap-pointed head of the Department's international motion picture serv-

international motion picture service.

Confab, which took place at Motion Picture Assn. of America headquarters in N.Y., was arranged by MPAA prexy Eric Johnston. Purpose was to let Cowdin give the distribs a blueprint of his intentions, the accent being on "let's do more with the money available." Cowdin also probed execs as to their attitude on the possibility of handling both features and shorts with the American message abroad. Distribs in the past have worked with the State Dept. by releasing Government shorts and newsreels in various areas of the world. While the companies are expected to continue to give State their full cooperation, some doubt was expressed yesterday whether it would be wise for the studios to mix lensing of entertainment and propaganda features on their schedules. Committee has reportedly been set up in Hollywood to advise State on feature production.

One exec observed, "We mustn't Continued on page 14)

Il Rills Socke \$2 170.000

U Bills Socko \$2,170,000 From U. S. Houses in 1 Wk.

Continually improved worldwide mission tended to obscure the fact that the company has chalked up business to about the description of domestic business to about the company has chalked up business to about the company has chalked up business to about the company has chalked up business to about the company to the compan

Probe Pix Abroad

Hollywood, June 30.

Motion Picture Industry Council appointed a special committee to study "runaway" film production overseas in the hope of finding a solution of that much-debated problem.

Chairman of the committee is Carey Wilson, head of the Screen Producers Guild. Other members are B. B. Kahane, Gunther Lessing. Steve Broidy, Roy Brewer, John Dales, Jr., Allen Rivkin and Arthur Freed.

Cinerama Stands By For SW Check Plus Signature

Finalization of the Cinerama Productions-Stanley Warner deal is expected to take place late today (Wed.). Attorneys for both companies burned the midnight oil Monday and yesterday to tie down the legal phraseology of what has been described as "a complicated deal." Board members of Cinerama have been alerted to stand by for have been alerted to stand by for the final approval and signing.

As soon as the pact is inked, the S. H. (Si) Fabian circuit will turn over to Cinerama Productions a check, representing coin ad-vanced by Cinerama for additional vanced by Cinerama for additional equipment, Cinerama Productions had ordered 20 sets of installations from Cinerama, Inc., the licensing and manufacturing company, and some of the equipment has been delivered, In addition, payments are due

delivered, in addition, payments are due.

Cinerama Productions prexy Dudley Roberts, Jr. told associates yesterday. (Tues.): "I'm waiting for the check."

the check."

While Fabian broadly outlined to Cinerama officials his plans for production, which SW will undertake in addition to operating Cinerama thealres, a Cinerama source said his exact plans depend on decision of the Dept. of Justice. Since SW, an offshoot of Warner Bros., comes within jurisdiction of the consent decree judgment, the Justice Dept. greenlight is necessary.

FOREIGN EXHIBS

Vidpix producers are again eyeing the theatrical market. Although sporadic attempts to invade theatres have been made in the past, the ventures died long before the films were properly assembled for possible marketing. New yen is based on the anticipated product shortage during Hollywood's regearing to new techniques.

Telepixites are taking the realistic view that their efforts will find few takers among American exhibs. Their sales pitch will be aimed mainly at the foreign market (viz. Sheldon Reynold's "foreign Intrigue" series) and, possibly at U.S. secondary houses operating on a dial bill policy.

With the tremendous number of telepix being made, vidpix, producers are firmly convinced that a considerable amount of the foolage can be adapted for theatrical outlets. Such series as "I Love Lucy," "Gangbusters" and the upcoming "Topper" are cited as examples of telepix that can be assembled into full-length theatrical films. In addition, there's foolage similar to the three-part film on the bank robber: Wille Sutton, that can be edited into a feature presentation. Proponents of the idea are not overlooking the possibility of three-part omnibus films, which can be put together from many of the available half-hour vidpix.

Vidpix makers are not brashly (Continued on page 14)

ROSSEN BACK IN ACTION **AFTER 2-YEAR LAYOFF**

National Boxoffice Survey

EYE U.S. DUALERS, No Trade Shuffle to Buff for View Of Todd-AO; R&H's 40% of 'Okla.

Rodgers: 'Just Great'

Rodgers: 'Just Great'
Commenting on his impression of the Todd-AO denonstration, Richard Rodgers said in N. Y. last week (24) that it was "just great." He added that he had gone to Buffalo as a completely imprejudiced observer.

"After all, Oscar Hammerstein and I could have walked away from the thing without any difficulty whatever." he stated, "We found it incomparably improved over any other system we've seen so far, It's a tremendous thing."

Under the original arrange

a tremendous thing."
Under the original arrangement with R & H, the pair could have bowed out unless a satisfactory test of Todd-AO was presented to them by Aug. I.

MPAA Vidpix Snafu: Petrillo **Wants His Slice**

In a last-minute hitch, which could possibly upset the entire television series projected jointly by the Motion Picture Assn. of America and American Broadcasting Co., James C. Petrillo, prez of the American Federation of Musicians, has indicated he'll demand, on behalf of the union, a payment of \$25 for each musician employed in each film shown on TV. It has been further, hinted that Petrillo will want other payments in the Robert Rossen, who has been inactive since the House Un-American Activities controversies of a
couple of years ago, is returning to
film production. He'll operate as
an independent and reportedly is
set with a two-picture distribution
deal with United Artists.

Rossen is now scripting the first,
titled "Alexander the Great,"
which he'll also direct and produce. Second property isn't set yet,
Rossen's last pix were "All the
King's Men," which won the Academy Award as best production of
(Continued on page 14)

Soaring Mercury Clips Trade; 'Beast' in 1st Place, 'Cinerama' 2d, 'Sangaree,' 'Arena,' 'Space' Next

the consent decree judgment, the Justice Dept. greenlight is necessary.

Trio of SW execs, general manager and veepee Harry Kalmine, veepee Nathaniel Lapkin and attorney Stuart Aarons, are currently in Washington conferring with Justice Dept. officials.

Under the proposed deal, Fabian (Continued on page 10)

Seek Separate Deals on

Deepies Sold Overseas

Naware of the potential appeal of 3-D and widescreen pix abroad, the industry is playing it safe in making its foreign deals with the countries where price ceilings are part of any, agreement.

Most recent example is Norway, where a new pact has been signed. It states specifically that the terms of the deal cover only conventional product. Where five pix a year could be singled out for higher terms, than the maximum 50%, quintet doesn't take in any 3-D pix.

Industry's attitude is that it wouldn't be fair to mix together standard and 3-D films, since lates and solve and solve in the post of the deal cover only conventional product. Where five pix a year could be singled out for higher terms, than the maximum 50%, quintet doesn't take in any 3-D pix.

Industry's attitude is that it wouldn't be fair to mix together extended and 3-D films, since lates and absence of fresh bookings during the water and sheen champ for two suctors and sheen ch

With "Oklahoma" now definitely set for widescreen lensing via the Todd-AO process, as the result of a one-shot demonstration for Magna Theatre Corp. exces and Richard Rodgers & Oscar Hammerstein 2d at the Regent Theatre, Buffalo, last week; industry won't get a chance to appraise the system until it's ready for showing at the Rivoll Theatre, N. Y.
Indicative of Magna's determination to take its time in unveiling the process, the special equipment at the Regent has been dismantled. Trade had been expecting to preview Todd-AO in Buffalo in the near future, but now that the board has had a chance to see what the system can do, the company is in no hurry to hold further demonstrations until some "even more startling things are set." according to showman Michael Todd who has been potent in developing his new system with collaboration of

to showman Michael Todd who has been potent in developing his new system with collaboration of the American Optical Co.

Magna board meets today (Wed.) on policy matters.

Meanwhile, it's learned that R&H will participate in the "Oklahoma" film take through a 40% interest in the pic. Pafr also pockets \$1,000,000 for the screen rights and owns 20% of Magna which in turn has a 20% out in the R&H

McDonnell Exits MPAA; to Ike Job

Col. Richard McDonnell, special representative for the Motion Ple-ture Assr. of America, has submit-ted his resignation to the MPAA ted his resignation to the MPAA board. McDonnell came into prominence in the film trade recently when he negotiated deals with the Japanese government for unthawing over \$6,000,000 of American company earnings in the Nippon state.

On best of terms with MPAA (Continued on page 14)

VARIETY

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ABEL GREEN, Editor

Vol. 191

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Record Reviews Television Reviews

DAILY VARIETY (Published in Hollywood by Daily Variety, L(d.) \$15 a Year. \$20 Foreign

that the company has chalked up the greatest amount of domestic business in its modern history. In a single June week, which tied in a single June week, which tied in a single June week, which tied in wouldn't be fair to mix together which had been champ for two suc. (UA), sturdy in Toronto and Scatanish and the company sales drive, U record \$2,170,000 in billings for U.S. theatres.

Company officials nixed any loopla anent the record figure, despite fact that such domestic fixcluding Canada business vols for the swell above normal for any other is well above normal for any covery from its heavy deficit oper-covery from its heavy deficit

June B.O. Paced by 3-D Pix; 'Space' Champ, 'Shane' 2d, 'Ft. Ti,' 'Bess' Next

Impact that 3-D product has on the boxoffice was vividly illustrated at the nation's first run the tried at the nation's first run the strain by the product has month, when tri-dimensional pictures landed the first three places in the national boxoffice sweepstakes. So strong were the 3-D pix that such films as "Scared Stiff," Desert Song" and "Young Bess" were overshadowed. Of the three b.o. toppers only "Shane" had any name stars, plainly pointing up the three-dimensional appeal.

Film theatres in some 24 key cities covered by Vaniery had to contend with some very hot June weather and end of school terms was reflected business-wise only in closing weeks of month.

"It Came From Outer Space" (U) is the June champion grosser, finishing first two weeks in a row, and never going below sixth. This 3-D thriller piled up grosses that better the biz done by Universal's previous ace moneymakers by a wide inargin.

"Shane" (Par), also in the three-dimensional category, landed, second position, showing marked

previous ace moneymakers by a wide margin.
"Shane" (Par), also in the three-dimensional category, Janded second position, showing marked strength on virtually every play-date. Mark was made despite a lesser number of engagements early in the month.
"Fort Ti" (Col) copped third spot, cashing in on the popularity of 3-ID pix and the fact that it is an outdoor thriller.
"Young Bess" (M-G) captured fourth money, with the advent of the Coronation making this a natural for one week of sweeping bookings around the time of the British queen's crowning. The (Continued on page 54)

2d-Run Exhibs Balk at Retooling for Deepies, Claim Profit Margin NG

Pending a downward revision of m rental terms for 3-D pictures, bsequent-run theatres are defilm rental terms for 3-D pictures, subsequent-run theatres are delaying installation of depth equipment. Theatremen are acting on advice of their exhib orgs, which have been surveying the profit and loss aspects of the "deepies," under the current prices being demanded by distribs. Terms are generally at 50%.

There's general acknowledgement that the 3-D films can chalk up substantial b.o. returns in key situations. However, once the film gets down to a sub-run house the profit margin, according to exhibs, appears to have vanished. There's wicket activity, they admit, but with the film rental charges plus the cost of installation, the exhibs see scant, if any, black ink figures. While more and more houses continue to install 3-D equipment with the release of each new stereourt, distrib optimism of any-where to 3,000 to 5,000 depth houses by the end of the year. Current estimates place the number of 2,000.

Holdeuts do not only include this one was the control of the

Holdents do not only include indic ops, but there's indication of chains also balking in rushing new installations for their subsequent run outlets.

SOL LESSER'S 'FOLLIES' MAY BECOME SHORTS

If AI DECUME SHURIS

Lack of a suitable encee may torpedor Sol Lesser's, feature-length "3-D Follies" and send the already completed sequences out as shorts,

Five parts of the color revue, lented in Steree-Cine process, have been completed. If Lesser can't get a suitable name to act as emeco; he'll break up the film for release as five shorts, probably with the sequence starring Lift SC Cyrleading the way.

Coroner Sez 3-D Shock Cause of Heart Attack

Cause of Heart Attack

Philadelphia, June 30.

A patron, who collapsed and died in the Stanton Theatre Friday night (26) while watching the 3-D film, "The Maze," was believed to have suffered shock caused by sudden fright, according to the report by 4coroner Joseph Ominsky.

The victim, Albert Orsini, 25, slumped over in his seat while watching the film, and was pronounced dead on arrival at Hahnemann Hospital. An autopsy revealed death was die to a congested heart failure, which might have been induced by sudden excitement or fright. Orisin's brother Samuel reported he had been in good health.

Disney's 'Stormy,' 'Desert' as Full Program Pkge.

Walt Disney organization, in a complete switch from its conventional operation pattern, has set up a full program package, which may be sold directly to theatremen. Tentative plan represents the departure from normal for, if the deal goes through, RKO, with whom Disney has been associated for years, would have no part of it.

years, would have no part of it.

Disney org has put together what's described as the first pic of feature length, fashloned along the format of the "True Life Adventure" series. Film, titled "Living Desert," runs about 80 minutés. Disney also has a new 45-minute entry named "Stormy," dealing with the birth of a colt and some conflict over its age.

Indie company figures on adding

conflict over its age.

Indie company figures on adding some short subject material to "Desert" and "Stormy," to bring the total to a combined running time of 213 minutes and selling the combo as the single unit.

Releasing the package through RKO might mean such speedy handling that the pix couldn't realize their full potential, Disney company believes. Consequently, the outfit, on its own, is considering the "private" distribution, initially to houses of art circuit stature.

U BOARD NOW 11 WITH 2 DECCA REPS ADDED

2 DECCA REPS ADDED

With Decca Records now holding a 52'6 interest in Universal, two disk company reps joined Decca-U prexy Millon R. Rackmill on the U board this week (29). They are Samuel H. Vallance and Harold I. Thorp.

Their election at a U board meet Monday brings the board's strength up to 11, one short of the 12 directors on it before the three 12 directors on it before the three 12 Arthur Rank reps resigned. Latter included Rank himself, G. I. Woodham-Smith and Robert Benjamin. They quit when Rank sold out his U interests to Decca.

Thorp is a paytner in Laurence M. Marks, investment bankers. Vallance is vice-chairman of Industria Electria de Mexico and prexy and director of Universal Exchange Corp., a financial trading company which has no connections with U.

Modern Art Museum Maps TV Show With Oldie Pix

get a suitable name to act as emcree, he'll break up the film for replease as five shorts, probably with the sequence starring Lili St. Cyrleading the way.

AA SKEDS 3 IN JULY

Hollywood, June 30.
Allied Artists first 3-D film.
"The Maze," will be the last of the films the company will release during July. Others are "Northern Patral, which goes out July 19.
July 26 release date has been set for "The Maze."

TV Show With Oldie Pix Mindful of the industry's change ing attitude towards TV. Arthur Mayer and Richard Griffith, curator of the Museum of Modern Artism blook and TV show, making use of eldie footage in the library's vaults. Plan depends completely on an okay from distribs, who maintain a liadson with the Museum through a three man committee. Mayer and Griffith approached Motion Picture Assn. of America prexy Eric Johnston with the idea early last year, but he roundly nixed even a discussion of it.

June Golden Dozen

June Golden Dozen

1. "From Outer Space" (U).

2. "Shane" (Par)

3. "Fort Ti". (Col)

4. "Young Bess" (M-G)

5. "Cinerama" (Indie)

6. "Scared Stiff" (Par)

7. "Queen Is Crowned" (U)

8. "Pickup South St." (20th)

9. "Titanic" (20th)

10. "Sangaree" (Par)

11. "Desert Song" (WB)

12. "Lill" (M-G)

City Investing Co. Maps New Legiter

City Investing Co., as a result of the revision of New York City's theatre building regulations, is dusting off plans for the construction of a new legit theatre in the Broadway area. According to prexy, Robert Dowling, company already has a plot of land selected and details leading to the construction of a new theatre are being worked on. He declined to reveal the site, Although the new law permits the building of an office structure

of a new thearre are being worked on. He declined to reveal the site. Although the new law permits the building of an office structure above the theatre, Dowling said City Investing's plans does not provide for dual construction. "I don't believe in a combination building," he stated, "and the area does not demand an office building." He indicated, however, that there would be facilities for parkting, a restaurant and stores, adjuncts that "are natural to the theatrical district."

Concerning City Investing's four adjacent theatres on Broadway and flanking on 45th and 46th Sts., Dowling said no changes were contemplated, since they were doing very well. The Bijou and the Fulton are legit houses while the Astor and Victoria are filmeries. There had been reports in the past that the company planned to raze this area to construct a combo theatre-office building site.

FCC Nixes Pix Biz Bid For Exclusive Channels On Theatre TV Service

Washington, June 30.
With a ruling that theatre TV should operate as a common carrier on frequencies assigned for the purpose, the Federal Communications Commission last week de-

nications Commission last week denied the motion picture industry's
bid for exclusive channels for the
service. However, the agency left
the door slightly open by indicating it would consider separate
channels when a need can be shown
for them.

By its ruling, the agency granted
that part of a so-called "compromise" solution offered by the motion picture industry, which asked
that the Commission 'clarify its position with regard to the eligibility
of theatre TV for use of frequencies assigned for common carrier
purposes.

cles assigned for common carrier purposes.

Commission also pointed out that there is nothing in its regulations to prevent a common carrier offering only a theatre TV service from using frequencies assigned to the common carrier band. "If the proponents of theatre TV feel," agency asserted, "that existing common carriers (such as American Telephone & Telegraph Co.) cannot supply them with the service they desire, they are free to take the necessary steps to establish a separate carrier to supply such service or to require existing carriers to render a reasonable service."

As long as theatre transmission service can be provided through (Continued on page 10)

N. Y. to Europe

N. Y. to Europ
Bud Abbott
Larry Adler
Morey Amsterdam
Florence Chadwick
Helmut Danfine
Walt Disney
Boris Karloff
Dennis King
Irene Manning
Jack Mills
Michel Mok
David Rose
Victor Saville
Arthur H. Schwartz
Cornelia Otis Skinner
Spyros P. Skouras
Earl I. Sponable
Roy Stark Roy Stark Shepard Traube Herbert Wilcox Max E. Youngstein

Two Major Chains Book 'Moon' Despite Code Nix; Spellman, ACLU in Split

Johnston, Flaud Talk Up New U.S.-French Pic Pact

Preliminary talks on a new French film agreement took place in Berlin over the weekend between Motion Picture Assn. of America prexy Eric Johnston and Jacques Flaud, director general of the Centre National de la Cinematographie. There were no indications in N. Y. yesterday (Tues.) as to outcome of their discussions, to be continued in Paris later this week.

week.

Both Johnston and Flaud were in Berlin for the international film fete there. Current Franco-American pix pact expired June 30. While the French are reportedly anxious for a subsidy arrangement similar to the one in effect as part of the Americans' deal with Italy, MPAA execs are under impression the present agreement may be extended without any drastic changes.

Exhibs-Distribs: Who Pays What % for 3-D Specs?'

tribs and exhibs regarding sharing polaroid specs for 3-D films. With 50% rental deals for most stereopix, policy has been for the distribs and exhibs to share equally in purchasing the spectacles. Cost per pair of specs is

Toc.

Exhibs charge film companies are attempting a switch of policy, indicating they're willing to share in only part of the cost, when the film rental deal is below 50%. For example, on a 35% deal, distribs, want to share in spec costs only up to that percentage.

Warning to be on the lookout for such deals has been issued by Allied States prexy Wilbur Snaper. In a note to all Allied units, Snaper advised: "When making deals on 3-D pictures, make sure the distributor shares equally in the cost of glasses. A new gimmick is trying to be pulled, whereby they will only share in part of the cost of the glasses."

COPYRIGHT CHIEF IN **HOLLYWOOD HUDDLES**

Hollywood, June 30.

Arthur Fisher, U. S. Register of Copyrights, in town for a short notified the film industry that it has an important stake in the Universal Copyright Convention, recently submitted to the U.S. Senate. Pact, signed in Geneva last September, will provide copyright protection abroad.

While in town, Fisher conferred with Joseph S. Dubin, head of UI's studio legal staff and chairman of the committee on copyright law re-vision for the American Bar Association.

L. A. to N. Y.

Robert Alton Ray Anthony Irving Caesar Jeff Chandler Wendell Corev Wendell Corey
Roy Disney
Charles Einfeld
Alice Faye
James R. Grainger
Phil Harris Judy Holliday
Judy Holliday
Sam Israel
Dick Krakeur
Harvey Lembeck
Al Lichtman
Robert Merrill David Rose Ray Stark Bob Strauss Edward Sullivan Al Zimbalist

If there has ever been unity among major industry elements against a film turned down by the Production Code Administration, the ranks now are broken. For despite the PCA nix plus the 'condemned'' classification by the National Legion of Decency. The Moon Is Blue' has been booked to play both United Paramount and Stanley Warner outlets.

The Otto Preminger-F. Hugh Herbert indie, released by United Artists, is slated to bow at S.W's Stanley Warner outlets.

The Otto Preminger-F. Hugh Herbert indie, released by United Artists, is slated to bow at S.W's Stanley Theatre, Atlantic City, July 17, and UPT's Center, Buffalo Aug. 14. Other new opening dates also have been set up, including three Wometco Circuit situations in Florida.

Francis Cardinal Spellman and the American Civil Liberties Union joined in the "Moon" controversy last week. The Cardinal started the ball rolling with a letter to all pastors in the archdiocese telling Catholics that "Moon" was "an occasion of sin." He reminded them of their obligation to avoid seeing the picture, "because it bears a serious potential influence for evil, especially endangering our youth, tempting them to entertain ideas of behavior conflicting with the moral law" and inciting to juvenile delinquency. The letter was read at churches on Sunday (28).

In reply, the National Council on Freedom for Censorship, an ACLU affiliate headed by Elmer Rice, offered the Council's aid to the Victoria and Sutton theatres, N. Y., where the pic is skedded to open July 9. Rice said that, while (Continued on page 14)

Gillette's Bill Would

Gillette's Bill Would Razor Admish Tax: Pix Biz in 'Perilous' State

Washington, June 30.
On ground that TV is driving film exhibition into bankruptcy, Sen. Guy M. Gillette (D., Ia.) this week joined the ranks of those introducing bills to exempt motion picture admission from the 20% admission levy.

troducing bills to exempt motion picture admission from the 20% admission levy.

Gillette, a member of the Scnate Small Business Committee which has been probing practices of the film distributors, issued a statement in which he explained this is more than a case of merely eliminating "an unpleasant and burdensome tax."

"The situation of the motion picture theatre," he stated, "is unique in that their business situation has changed radically in recent years, because of the competition of television and other factors, including restrictions in the movie producer industry. Hundreds of motion picture theatres have been compelled to close all over the country and others are operating at a loss." He said the industry was in a "perilous situation."

All tax legislation must originate in the House. Hence Gillette has to wait until a tax bill reaches the Senate floor. Then he will attempt to have his measure added as a rider,

Europe to N. Y.

Edgar Bergen Lloyd Bridges Nanci Crompton Bing Crosby June Lockhart Alicia Markova Maynard Morris Roger L. Stevens

N. Y. to L. A.

Johnny Burke Linda Christian Al Daff Al Daff
Marilyn Erskine
Cy Feuer
Dorothy Fields
Herbert Fields
Stanley Gilkey
Dolores Gray
Abner J, Greshler
David A, Lipton
Tony Martin
Tyrone Power
Milton R, Rackmil
John Raitt
Basil Rathbone
Roy Roberts Roy Roberts
Mrs. Roy Rowland
Mike Sloane Paula Stone
Helen Tamiris
Spencer Tracy
Jimmy Van Heusen
Bretaigne Windust

SHORTS, REELS HIT 3-D STRIDE

Stormy Union Contract Tiffs Seen Sign Pix Biz Tightens Pursestrings

dustry's tightening of its estrings is being reflected in ber of hassles and prolonged ering with film labor unions, ew contracts come up for ne-

liation. Growing rift in labor relations proving rith in labor teathers particularly noticed in the east, ere homeoffice talks with local orites have resulted in numerstrike threats, stemming from
the of wage hike requests. In
the part of lab technicians.
There hasn't been a single recent
gotiation that has had the sem-

there hasn't been a single recent potation that has had the semnic of smooth sailing. Hassles the east may to some extent, icate the tenor of the Coast when the basic agreement must up for renewal this fall, tichard F. Walsh, prexy of the ernational Alliance of TheatriStage Employees, has a stack local union demands on his desk, juesting that the parent union evene in the talks or grant ike permission. Waiting word with waiting word with the word word waiting word with the word waiting word with the word waiting word word waiting word word word word word word waiting word with the word waiting word technicians.

Walsh and to step in to end exded negotiations between protionists and the N. Y. chains, en when verbal agreement was ached on a pact after line

on a pact after of talks, a bitter onths of talks, a bitter hassle roke out regarding the method of elermining welfare fund benefits. (Continued on page 10)

Pix Unions Seek Retirement Plan

behind-the-scenes, but A behind-the-scenes, but sub-idantial campaign is being formu-ated by film labor unions for em-ployee pensions. Move is being spearheaded by the craft unions, but white collar outfits are also solidly supporting the action. Several eastern craft unions have already appointed commit-tees to draw up pension plans for presentation to the filmeries. Ad-mittedly, idea is still in the early formulative stages, with numerous

mulative stages, with numerous oblems regarding operation and thing up of a pension system to worked out.

International Alliance of Theat-

ternational Alliance of Theat-Stage Employees prexy Rich-F. Walsh has been approached several local unions, suggest-that IA launch the movement, perhaps an overall agreement ten the IA and the film comes regarding welfare or pen funds:

resently only two campanies— k's and 20th-Fox—maintain (Continued on page 14)

KAYE AND KELLY IN MG'S 'HUCK' REMAKE

Hollywood, June 30.

Mark Twain's "Huckleberry
Finn, retitled "The Boys from
Miscouri," is slated for an early
1954 start at Metro with Arthur
Freed producing and Danny Kaye
and Gene Kelly in top spots.

Film was originally meant to
start two years ago but was delayed because the two stars were
never available at the same time.

USC Film Wins First **SPG Campus Contest**

Hollywood, June 30. Southern California wo a 30-minute occumentary deating with the education of blind thildren. Guild prexy Carey. Wilson handed out the award for the best film made by any U. S. college.

and Seeing," submitted by the di Minnesota, and "Treasure in Garbage Can," produced by UCLA.

Ozoners' July 3 Midnite Take to Aid Their Assn.

and foreign countries, to ob membership in the Interna 1 Drive-in Theatre Owner ,, and to gather statistics. the letter, charter member was offered to each ozone er who will give the proceeds

No 'Flat' Versions Of C'Scope; Ask Wha' Hoppen?

"The Robe" opens in late August, all of the important 160 key firstruns should be equipped for CinemaScope.

While it's true that the foreign

While it's true that the domestic lease schedule by about six onths, the problem becomes more essing there and 20th execs adit they may be facing a product limited. Outside entries, such (Continued on page 14)

Directed Verdict For Majors in Dallas Suit On 'No Proof' Finding

DOS' Summer Sked

Hollywood, June 30. a legit version of Wind," tagged "

Vind," tagged "Scarlett O'Hara." He was undecided on whether he would resume production here.

TO UP RENTALS

Corkery to Rio On Coin Snag

America v.p. Ralph Hetzel, to Rio de Janeiro last week (27) in an effort to pry loose at least some of the coin promised to the U.S. distribs.

Under the original agreement.

Times Film Gets U.S. Rights to Graetz Pix

Times Film Corp. has acquired the American distribution rights to all of the past pix produced by Paul Graetz in Europe. according to Jean Coldwurm. Times Film prexy, who returned recently from abroad.

Goldwurm also optioned a number of films now lensing and intends to return to Europe in the late summer 10 view the finished

late summer to view the interpretable of the summer to view the product. Arrangement with Graetz for hearing on Oct. 21 includes "Devil in the Flesh" in Judge John Barnes, Chi Federal both the French and American District Court, heard preliminary versions.

Indie Producers' Export Group As Foreign Biz Hypo Vis-a-Vis MPAA

Par Theatres Sues F&M For 140G on Lease Breach

No Change in U.S. Pix to Germany Seen—Johnston

Existing U. S.-German film pact imposes no restrictions on Holly-wood imports, but a "gentleman's agreement" accepted by both sides sets a ceiling of 150-200 pix an-nually. Officially, film earnings are blocked, but frozen marks can be converted to dollars by accepting a 40% discount.

These, terms are far more al-

Skouras Readying Deal With Rank Org. on 'Robe'; Mixed Press on C'Scope

exitios. Yesterday's (Mon.) initial demon-stration for the press collared wide (Continued on page 14)

Chi Trust Case in Fall

Chicago June 30. Melbro antitrust case, where

MPP prexy Ellis G. Arnalt has arged that MPAA was proceed g on its own without regard for the interests.

SIMPP export group forms automatically gives the new new stature in eyes of for governments. It's generally

romain territories where the government decides to cut back on imports.

The SIMPP foreign exec remains to be named. Early this year, when the export association (Continued on page 14)

'Indef' Norway **Deal Signed**

"Indefinite" Norway film running initially for a 14 meriod starting July 1, has bigned. In Oslo, Motion Pie Assn. of America prexy E Johnston cabled from Berlin March 2009.

REAGAN URGES CURB ON PERSONNEL SHIFT TO TV

Hollywood, June 30. Ronald Reagan issued a warni the film industry that it is ma g a serious blunder in permitti ing a serious bunder in permitties its technicians and creative talent to Icave the picture studios and go into television. He recommend ed a parley of industry leaders to consider the dangers of the situ

consider the usual ation.

"The people running the picture business," he said, "are being real foolish in letting these experienced movie workers go to TV. They are also making a big mistake in the abandonment of the contract system. That is what built the movie industry."

Roman Holiday

Sock romantic comedy-drama laid in modern-day Rome with Gregory Peck, newcomer Au-drey Hepburn. B. o. possibili-ties excellent.

Hollywood, June lease of William Mollywood, white motion release of William Wiler tion. Directed by Wyler, Stars, y Peck, Audrey Hepburn; features. Albert, Hartley Power, Harcourt ns. Mangaret Rawlings, Screenplay, fielkin Hunter, John Dighton, from by Hunter; camera, Frank F. Plannry Alekan, editor, Robert Swink; Aurle, Preylewed June 23,

Gregory Peck
Audrey Hepburn
Eddie Albert
Hardley Power
Hardley Power
Marcourt Williams
Marcourt Williams
Fullo Carminato
Paolo Carminato
Claudlo Ermello
Froil Borban
Alberto Rizzo
Laura Sulzo

Paramount has a winner in this William Wyler romantic comedy-drama. It is the Graustarkian fable in modern dress, plus the Cinderella theme in reverse, that offers three-dimensional entertainment in the dramatizing, the direction and the delivery by the cast without the need of polaroid viewers. The grossing possibilities in most any playdate appear good, with the lop key be, outlook especially bright. Word-of-mouth should be a strong factor, and Gregory Peck's name carries value for the marquees.

Wyler, used the ancient buildings, and streets of Rome as a colorful and beautiful backdrop for his production and direction and the Eternal City is an unusually effective, without being obstrusive, part of the entertainment values. This is Wyler's first venture into comedy in many years and the switch from the heavy dramas he has been associated with since 1935 is all to the good. He times the chuckles with a never-flagging pace, puts heartinto the laughs, endows the footage with some hoff bits of business and points up some tender poignant scenes in using the smart script and the cast to the utmost divantage. Any number of sequences are standout, either for attacking the risibilities or tugging at the heart, so an audience can get with the story early and stay with it throughout the nearly two hours of running time.

The aged face of the Eternal City provides a contrast to the picture's introduction of a new face.

princess and he tosses away his exclusive—a story conclusion that is logical and perfectly acceptable to

logical and perfectly acceptable to All the interlors, except those in the Palazzos Brancaccio and Colonna, were lensed in Rome's Cinecitta Studios, while exteriors put on film many landmarks of the city. Picture is available for widescreen projection. Frank F. Planer and Henry Alekan did the outstanding photography. George Auric's score is very good and the editing by Robert Swink expertly put together the massive foolage. Edith Rend costumed the princess tastefully.

Gentlemen Prefer Blondes

Flashy screen tintuner based on the legit hit with sock sales values in title and team-ing Jane Russell, Marilyn ing Jan Monroe.

Hollywood, June 26.

20th-Fox release of Sol C. Siegel production: Stars Jane Russell, Marilyn Moren: features Charles Coburn, Ellio Reid, Tommy Noonan, George Winslow Marcel Dallo, Taylor Holmes, Norn Varden, Howard Wendell, Steven Carlotte, Howard Wendell, Steven Charles Lederer: Cab Driver Aspaces
Headwaiter Aspaces
Colored Boy Dancers,
Jimmie and Freddle Moultrie Gendarmes,
Jean de Briac, George Dee, Peter
Camlin.

Jenn de Briac, George Dec Camilin.

Jw. Harry Carey, Jr.
Captain Jean Del Val
Son Alvy Moore
Robert Nichols
Charles Tannen
Jimmy Young
r. Charles De Ravenne
William Cabanne Ship's Cap Peters Anderson Evans Ed

Elizabeth Is Queen

"Elizabeth Is Queen." Warner Bros. release, which opened in N. Y. this week daydating the Little Carnegie and Bryant, was reviewed by Varener June 10. It follows "Queen Is Crowned" (U) at the Guild, N. Y., the J. Arthur Rank production now in its fourth stanza there.

In appraising "Elizabeth." Myro stated that WarnerColor emerges as a serious rival to Technicolor with this. Despite bad weather conditions, the results are outstanding; slightly variable in quality, the hues are nevertheless richly contrasted and the effect is vividly striking."

The 50-minute film devotes some 35 minutes to Coronation Day, including extensive coverage of the religious ceremony in Westminster Abbey. Critic also wrote that "commentary by John Pudney is sincerely spoken by Leo Genn, with music arranged and conducted by Sir Adrian Boult."

ducted by Sir Adrian Boult.

Paris and fun when Tommy Noonan, the blonde's lovesick millionaire, is unable to make the trip. Noonan's pop. Taylor Holmes, who would like to bust up the son's attachment, sends Elliott Reid aprivate eye, along to keep an eye on the girls. When he's not acting like a male for Miss Russell's benefit, Reid's busy making notes on a diamond-inspired shipboard romance between the blonde and Charles Coburn, an English gent with a mine full of the precious stones. Tape recordings and photogs, plus a missing diamond tiara, are among the complications aimed at amusing while things are kept going until each girl gets what she most wants. Yarn could have used some schmaltz in the form of heart tugs to get deeper into an audience, but the script by Charles Lederer makes excellent use of zippy lines and the two femmes sell them strongly.

Coburn is in fine form as the diamond tycoon with an eye for dames. Reid and Noonan carry off the romantic male spots nicely. Little George Winslow's big voice in a little body provides a comedy contrast to Miss Monroe's little girl voice in a big girl's body for his two scenes with her. Marcel Iloward Wendell and Steven Geray are among the others doing their share of the comedy work.

advanced are standout, either for stacking the risbilities or useful contrast of the property of the property

some attention on initial openings, but the picture doesn't have, the action stuff to sustain any kind of substantial business.

The screenplay by Lawrence Edward Watkin is based on the Charles Major novel, "When Knighthood is in Flower," but he failed to plot enough action and chimercial adventuring into the script to keep an audience's attention going with the story. Ken Annakin's direction is stodgy and pompous, so that the cast principals, while capable, are shuffled around as puppets, with little chance to become living people.

There are a few moments of typical Disney humor, mostly with purcturing high court pomp, but this type of subject has to depend more on action than wit to sustain interest. The Technicolored camera work, at times, has great beauty, but at other times, the settings wear an artificial look, even though filmed in historical sites.

Tudor England under King Henry VIII, played by James Robertson Justice, is the period shown in the story, and the plot concern is with a romance between the king's sister, Princess Mary, played by Glynis Johns, and Charles Brandon, commoner depicted by Richard Todd. When he tries to flee an untenable situation and she follows, he is arrested and doomed to the Tower of London. She prevents his execution by marrying the King of France. Jean Mercurel, but plans to seek out her true love as soon as the sickly Louis is dead. Villainry is introduced by the Duke of Buckingham, effetlely portrayed by Michael Gough, who aspires to the lady's hand himself and plots Todd's death. Hero manages to escape death, prison; he is on hand to rescue the princess when she returns to England. For exposing the Duke for what he was, Todd if gifted with a title in keeping with his marriage to a princess, and they live happily ever after.

Perce Pearce produced and the picture is available with title cards suitable for widescreen projection in heaters so equipped. Film will second 'unit direction is credited to Alex Bryce and photography to Cyril J. Knowles. Clifton Parker composed,

Pack Train (SONGS)

Routine Gene Autry oater for programmer dating.

Hollywood, June 26 lease of Armand Schae Columbia release of Armand Screen Columbia release of the Columbia relea

Gene Autry runs through a course of stock oater antics in this offering for the western programmer market. The heroics are routine, as is the presentation, but it will serve as a bill-filler for the Saturday matinee trade.

Autry and his horse, Champion, are called upon to get some supplies through to a group of settlers. It takes some doing because the heavies, Kenne Duncan and Sheila Ryan, would rather sell the goods at inflated prices to miners heading for a gold strike, then fulfill their contract with the hero. Despite opposition, Autry takes the supplies, with Duncan and his henchmen in pursuit. After dodeing ambushes and other dirly tricks pulled by Duncan, the supplies arrive safely but too late to save a little girl who has died from lack of medicine. This enrages Autry, so he goes back for Duncan, and after a hand-to-hand fight aboard a speeding train, brings the heavy to justice.

Autry takes time to sing two songs, "God's Little Candles" and "Wagon Train," while Smiley Burnette gets in "Hominy Grits." Autry's star duties are carried out satisfactorily in his customary style, but his kiddle fans will probably prefer that he slim down to hero size, if this oater series continues. Burnette is in for some chuckles as Autry's rotund helper. Gail Davis is the good femme, as opposed to Miss Ryan's baddle spot.

spot.
George Archainbaud directed the Norman S. Hall script under Armand Schaefer's production supervision. William Bradford's lensing, printed in Sepia tones is okay, showing up the outdoor scenery.

Spot.

George Archainbaud directed the Normand Schaefer's production supervision.

tobacco at a rattlesnake that has invaded their hiding spot.
Guy Madison, now known to the small fry as video's "Wild Bill-Hickok" after a previous not-too-successful film try, enacts the sterling hero who matches brawn and wits with the Indians, so that two white girls can be saved, unwillingly, and the railroad can go through. He does the Job well, with an acting assist from Frank Lovejoy, a tough cavalry sergeant who goes along on the death-delying mission to forget a wife he thinks has been unfaithful.
Gordon Douglas' direction of David Weisbart's production bears down on movement against the outdoor setting as he sends the James R. Webb story through its paces. Madison is a frontiersman called in by the cavalry to lead a detachment of volunteers from the fort's guardhouse to the rescue of Helen. Westcott and Vera Miles, captives of the Indians for several years. Expedition is calculated to divert redskin attention from the railroad being built across their lands.

With his motley crew, and aided by Lovejoy, Madison stages his rescue. Miss Westcott is reluctant to again face the ladies of the fort, because she had suffered a fale-worse than death at the hands of her captors. Miss Miles is in love with the Indian chief and has for-saken white ways. When the group reaches the fort they find it wiped out, and so must head for another Union post, all the time chased by the savages. Pursuit ends when the little band reaches Fraher River and takes a last stand against the redmen.

Footage is not all grim action, tension being leavened at regular intervals with comedy, byplay, mostly between Dick Wesson and Henry Kulky, two guardhouse refugees. Onslow Stevens, an ait-ist; Steve Brodie, a saddle lothario; Neville Brand, Line Chandler, Ron Hagerthy, brother of the two girls, and James Brown are among the cast members, pitching hard to keep the acion tight.

pitching naru to tight.
Peverell Marley handled the Peverell Marley handled the Natural Vision cameras in lensing the 3-D footage and captured the action expertly. The Warner Color is good and Warner Phonic sound okay—since it is not used just as a noise adjunct. A vigorous score by Max Steiner is a hold contribution to the enjoyment.

WHAT-NO MORE TEEVEE WOES?

Lincoln-Mercury's Nix of Free Bally True Reason Why 'Toast' Drops Pix?

Film company execs expressed incredulous surprise last week over a statement from Ed Sullivan, Totast of the Town" TV show mr., that divided audience reaction had forced him to cancel future pic "previews" on his program

gram.
Distribs said it had been their understanding that the much-hailed Hollywood-TV cooperation had brought excellent response, and that this had been frequently confirmed by Sullivan staffers. Distrib spokesmen also insisted it was their impression that the or-

Distrib spotestien as instances was their impression that the order to stop the previews had come down directly from the sponsor, Lincoln-Mercury, and was based on the latter's unwillingness to underwrite pix plugs repping hundreds of thousands of dollars worth of free film advertising.

Sutlivan, in explaining his move to Variety last week, said 50% of his mail favored dropping pix clips. This, he explained, was due to the "peculiar psychology" of the TV audience, which resents films on a "live" show. Sullivan added he himself was sorry the mail re(Continued on page 14)

SUBPOENA RKO ALUMNI IN STOCKHOLDER SUIT

IN STOCKHOLDER SUIT

Los Angeles, June 30,
L. A. County Clerk issued subpoenas calling for depositions by Dore Schary, N. Peter Rathvon, Jerry Wald, Norman Krasna, Sid Rogell, Sam Bišchoff, Jack Skirball and Frank Ross in the minority stockholder suit against RKO and Howard Hughes, All were once connected with the studio as execs or indics. Subpoenas were issued at the request of the Las Vegas court where Ell B. and Marion V. Casteman and Louis Feuerman have filed the suit charging RKO executives with "illegal, collusive aird negligent" activities.

Henry Herzbrun, attorney for the plaintiffs, declared the depositions were necessary to show that the RKO board of directors made "large expenditures of money that were illegal, and monetary advances to producers with reckless abandon."

3-Developements

Equipment: Ballantyne Co., in Dinaha, has entered field of 3-D equipment, manufacturing and distributing interlocks for projectors called Bal-Lok models. Three types are available. One is for use with Simplex. RCA and Ballantyne Models 8 and 9 sound heads. Another is for Ballantyne Model 6 sound heads. Third is for Selsyn motor interlock. First shipments went to Martin Theatres, Columbus, Ga., and Y&W Management Corp. Indianapolis.
Art: Otto Luther, ex-art director of Warner Bros., has just devel-

rner Bros., has just devel-simplified method of creatoped a simplified method of creat-ing 3-D art work. Luther's proc-ess, for which a patent is pending, utilizes two colors—red and green—and red and green spees. It is being studied by films for animat-ed cartoons. Other projected uses of the medium involve advertising, premiums, comic strips and pack-aging.

Bally: While some trade quarrs have been downbeating 3-D, te Polaroid Corp., leading manu-clufer of the stereopic specs, is

inclurer of the stereopic specs, is emburking on a bally campaign to sell 3.D to the public. Heretofore, the company has remained on the sidelines, leaving the claims and expinitation aspects to the filmery releasing a 3-D picture.

First step in beaming its educational program to the public is outfit's appointment of Cunningham & Walsh ad agency for promoting 2-D specs. Leonard Spinrad continues as press rep for polaroid leaves. Company plans a longterm Campaign pitching its story at exhibs, distribs, producers as well as the general public.

Metro Sets Release of 24 Oldies in London

London, June 30.

Metro has closed its first distribution deal here with an outside distrib, giving Eros Films the reissue rights to 24 oldies, for immediate release.

Among the films figuring in the deal are "Mr. Chips," "Copper-field" and "Rio Rita," Transaction was on sharing terms, and is sub-tect to indefinite continuance.

Rule No Rental 'Conspiracy' In N. J. Exhib Suit

na ruing which distrib companies' reps believe is sufficiently significant to discourage similar suits of the kind, if upheld, an action against various film outfits on grounds of discrimination in the prices of product was dismissed this week in N. Y. Federal Court. paid by two theatres does not constitute discrimination, ruled Federal Judge Sidney Sugarman.

eral Judge Sidney Sugarman.
Jurist, taking this position, decided for dismissal of an antitrust suit brought against Paramount, RKO, Warners, 20th-Fox, Universal, United Artists and Loew's by the Mayfair Theatre, Hillside, N. J. Complaint was based on differential in prices paid for plx by the Hillside and Warner theatres in New Jersey.

Judge Sugarman, in an oral rul-ing from the bench, said that, while pic rental prices charged the War-ner houses and the plaintiff's opner houses and the plaintin's op-eration were different, there was no consistency in overall level of prices maintained by the distribs. Therefore, he concluded, there could be no conspiracy.

On other counts, the jurist said there was insufficient evidence of compelition between the Hillside and Warner, and there was no evi-

Judge Sugarman threw out the case after 11 weeks of trial, upon argument for dismissal made by Louis Nizer, for the defendants generally, and by John Caskey, for 20th-Fox.

CinemaScope Process OK For 'Selected' Indies

Hollywood, June 30.

Misunderstanding about earlier statements concerning the use of 20th-Fox's CinemaScope lenses by indie producers was declared by Al 20th-fox's Cinemascope Jenses by indie producers was declared by Al Lichtman, distribution chief, who revealed that Errol Flynn will use the process on his forthcoming indie film in Europe.

Incie film in Europe.

Lichtman explained that the process will be released to selected indies. He is currently discussing a deal with W. R. Frank for a CinemaScope deal on "Sitting Bull."

IFE to Be American Rep At Venice Film Festival

Italian Films Export has been named as U. S. public relations rep for the Venice Film Festival, which opens Aug. 20.

Decision was reached in Rome last week following conferences between Dr. Antonio Petrucci, festival director, and Jonas Rosenfield, Jr., IFE public relations topper, who returned to N. Y. over the weekend.

NOW IT'S SUITS, 3-D, FOREIGN S

week shared the same observations. The bo. behavior of some individual pix, and how to handle others, made for part of the conversation. But the two major points of concern among the distribs were these;

(1). The foreign market, now representing over 40% of American companies total income, has become increasingly hazardous. Any kingsize cut in this income, such as via new monetary or trading curbs in Italy, France, and son will seriously impair the entire trade's economic structure. Donestic returns long since have ceased to be sufficient to pay for production; there simply must be the revenue from abroad or lensing budgets will have to be trimmed budgets will have to be frimmee even more drastically than ever Loss of any substantial part of the worldwide coin will result in a sit uation far more resembling panie than anything developing from the post-World War II b.o. decline of the latter-day conversion to new production and exhibition techniques.

Full-Week Runs Mean Hypoed Biz for Mpls. Nabes; No More TV Blues

Minneapolis, June 30.
Full-week runs are now the rule, instead of exception, with most here who play pix 28, 35 and 42 days. Such a policy finds many of these houses, particularly those in the 28-day slot in the best b. o. shape since TV's local advent nearly four years ago, local branch managers point out.

Subsequent runs are finding it much more profitable to play such pictures as "Hans Christien Andersen," "Salome," 'Moulin Rouge" and "Peter Pan" the full week. This holds even at advanced Minneapolis, June 30.

Rouge" and "Peter Pan" the full week. This holds even at advanced admissions, instead of the former two or more weekly changes of "ordinary" films "that not longer mean a thing to the b. o.," it's pointed out mean a thir pointed out.

mean a thing to the b. o.," it's pointed out.
Independent neighborhood theatres, the Terrace and Riverview, for example are playing only the "pick" of the releases, as soon as they're available after their loop first-runs, and patronage is showing a steady improvement.
Both of the aforementioned theatres have had a succession of advanced admission pictures during recent months, getting 85c prices as compared to \$1 downtown for the same films during their first-runs. Grosses, especially those at the Terrace, have been highest ever attained.
This is probably one of the reasons why there's a decreasing amount of singing of the TV blues nowadays, exchange heads declare.

Wilcox, Yates Select

British producer Herbert Wilcox disclosed that he and Republic prexy Herbert J. Yates had decided on a second picture under their joint production deal, but announcement had to be withheld until they cleared the rights. Pair's fort his "Taughing Anno" will

until they cleared the rights. Pair's first pic, "Laughing Anne," will be released in mid-September.
Wilcox returned to London Monday (29) following confabs with Yates and with Warner Bros. homeoffice execs. WB is releasing Wilcox's "The Beggar's Opera."

Exhib Angels of 'Main St.' Now Mull 6-Pix Deal, With Cowan As Producer

Of All Col Musicals

Choreographer Jerome Robbins 1.ft for the Coast last night (Tues.) for confabs with Harry Cohn and Jerry Wald, to discuss deat to be-come dance director of all Columhia musicals:

He would start with such upcoming pix as "Pleasure's All Mine," "Pal Joey," "Nice Place to Visit." "Ssiter Eileen" and "Great White Ware."

Skiatron Plans Fee-TV Hypo Via **Sports Biggies**

for a commercial license for its Subscriber-Vision system.

Subscriber-Vision system.

Theory of Skiatron execs is that it's wiser to concentrate fully on exploiting the support already offered to their system by various groups in the world of sports. Leaders in baseball, boxing and collegiate football have indicated they see a big future in one or several methods of toll-TV; their influence is expected to be fell when

could be expected to act this fall or winter on Zenith's year-old pe tition for a hearing and of its three techniques.

MPAA Siphons \$1,110,000 Pix Coin From Indonesia

troubleshoofer. Irving Maas, was, exchange heads declare, received in N. Y. Monday (29).

Yates Select.

2d Joint Production producer Herbert Wilcox, that he and Republic treet J. Yafes had decided cond picture under their reduction deal but on may have to be loaned to the In-

sibility still looms that part of it may have to be loaned to the Indonesian government. Whether this is to be a forced loan or otherwise remains undetermined pending Maas' return.

Meanwhile MPAA execs disclosed that their hopes are high for a \$250,000 remittance from Pakistan, representing coin blocked there since last December.

See Robbins Dance Head set for 250 day-and-date key copenings on July 31, exhib back

Production s—company unox whose auspices "Main St." was filmed—have already been held Exhibs may embark on a six-pic-ture project, with Lester Cowan, who produced "Main St." continuing as producer.

Financing of the film-making ac-tivities, would be similar to the present arrangement. Lending ex-

at \$1,000,000.

Contemplating a product shortage as the major filmerles experiment with the new dimensions, exhibs feel time is particularly ripe.

CHAPLIN STUDIO PRICE TAG CUT TO 750G (CASH)

Hollywood, June 30 Price tag on the Charles Ch In studio has been lowered (750,000 but all in cash. Orig ally it was put on the block at an asking price of more than \$1,000, 000. One South-American investor

000. One South-American investor wanted to buy on a longlerin payof basis, but Chaplin nixed the deal.

At least two investors now are negotiating for the two-stage studio. They are chiefly interested in using it a 'a rental lot for investment purposes.

Briefs From the Lots

Dan Duryea will costar w. Audie Murphy in "The Brecke ridge Story," to be produced John W. Rogers at U-1: Ja Cummings assigned to produce the August Moon." Anherscheck and Stuar Honolub the August moon.
Schenck and Stuart Helsler
Honolulu to start work on
Schenck-Koch production, "Bea
band" to be filmed entirely in

L.A. Okay; 'Beast' Rousing \$40,000, 'Do It' Hep 25G, 'Shoot' Lean 17G, 'Sangaree' Mild 18G, 'Arena' Same

Los Angeles, June 30.

Four new 3-D pix are current is week but most of attention is oing to conventional-dimensioned Beast From 20,000 Fathoms." It heading for smash \$40,000 in vo theatres. "Let's Do 1t Again," iso flat, is rated a nice \$25,000 in

iso flat, is rated a nice \$25,000 hree spots.
"Safigaree" shapes medium \$18,000 in two houses plus an added 30,000 from four ozoners. A modrate \$18,000 is seen for "Arena" a two sites while "Robot Monter" is slim \$12,000 also in two oxedious.

Stagebill at L.A. Paramount is slagebill at L.A. Paramount is a good \$30,000. Trio of three day-daters is getting a stow \$17,000 with "Hannah Lee" while "Shoot First" is fetching a light \$12,000 in three houses. Bright spots among holdovers are "Shane," "Cinerama" and "Lilli."

inite nouses, Bright spots among holdovers are "Shane," "Cinerama" and "Lill."

Estimates for This Week
Hillstreet, Pantages (RKO) (2,-752, 2,812; 60-\$1,10)—"Beast, From 20,000 Fathoms" (WB) and "Night Without Stars" (RKO). Smash, \$40,000, Last week, "Came From Ouler Space" (U) (4th wk), \$27,900.

Downtown, Wiltern, Beverly Hills (SW) (1,757; 2,344; 1,612; 70-000. Last week, "Coliand "Spaceways" (Lip), Nice \$25,-000. Last week, Downtown only. "Desert Song" (WB), \$10,000.

United Artists, Hawaii (UATC-G&S) (2,100; 1,106; 95-\$1,50)—"Sangaree" (Par). Medlum \$18,-000. Last week, with other units. Loew's State, Egyptian (UATC-G&9) (2,104; 1538; 95-\$1,50)—"Arena" (M-G) and "Johnny Giant Killer" (Lip). Modest \$18,000. Last week, "Scandal at Scourie" (M-G) and "Slight Case Murder" (M-G) and "Slight Case Murder" (M-G) and "Ning for Hills" (Indie). Sim \$12,000. Orpheum, Hawaii, "Remains Be Seen" (M-G) and "Ilell Sold Out" (Indie) (Orpheum oily), \$8,000.

Los Angeles Paramount (AB-PT) (3,300; 95-\$1,50)—"Marshall's Doubles "Control of the start of the st

"Itell Sold Out" (Indle) (Orpheum oily), \$8,000.

Los Angeles Paramount (AB-PT) (3,300: 95-\$1.50) — "Marshall's Daughter" (Indie) with Ken Muray, Spade Cooley, Jimmy Wakely heading stageshow. Good \$30,000. Last week, with Hollywood Par, "Fort Til" (Col) (44h wk), \$23,600. Globe, Uptown, Loyola, IFWC) (782: 1.715: 1.248; 70-\$1.10)— "Shoot, First"; (UA) and "Genghis Khan" (UA), Light \$12,000. Globe, Itilz, "Take Me to Town" (U) and "Queen Crowned" (U), \$8,500; Uptown, Loyola, Los Angeles, Iris, "Towder River"; (201h) and "President's Lady" (20th), \$24,600. Los Angeles, Iris, "Towder River"; (20th) and "President's Lady" (20th), \$24,600. Los Angeles, Iris, "Towder River"; (20th) and "President's Lady" (20th), \$24,600. Los Angeles, Iris, "Towder River"; (20th) and "President's Lady" (20th), \$24,600. Los Angeles, Iris, "Towder River"; (20th) and "President's Lady" (20th), \$24,600. Los week, with other units. Chinese (FWC) (2,048; \$1-\$1.80)— "Shane" (Par) (4th wk) Great \$25,000. Last week, \$30,000. Four Star (UATC) (900; 70-\$1.10)— "Juggler" (Col) (5th wk-5 days). Oke \$3,000. Last week, with United Artists, \$6,900. Wilshire (FWC) (2,296; 80-\$1.50)

CKC \$3,000. Last week, with United Artists, \$6,900.

Wilshire (FWC) (2,296; 80-\$1.50)

"Desort Rats" (20th) (8th wk), Sad \$1,000. Last week, \$1,400.

Hollywood (SW) (1,364; \$1,20-\$2.30)

"Cinerama" (Indie) (9th wk) Fancy \$35,000. Last week, \$36,600.

Vogue (FWC) (205, 52)

\$36,600. (FWC) (885; 80-\$1.20) — "Lili" (MG) (15th wk). Fine \$4,500. Last week, \$5,000.

'MAZE' BRIGHT \$9,000, PORT.: 'FARMER' DITTO

PORT.; 'FARMER' DITIO

Portland, Ore., June 30.

Town is bogged down with musical pictures this week. Big disappointment is "Dangerous When Wet." show at United Artists despite tall promotion. "Farmer Takes a Wife" looms mild at Oriental but goed at Orpheum. "Queen is Crowned" and "Light of the Silvery Moon" holds for big second inning at Broadway. Paramount is getting a 3-D rep. "The Maze" shaping nice currently.

Estimates for This Week

Broadway (Parker) (1,890; 65-90).— "Light of Silvery Moon" (WB) and, "Queen is Crowned" (U) (2d wk). Neat \$8,000. Last week. \$12,000, with lines waiting every day.

\$12,000, with lines waiting every day.

Guild (Parker) (400; \$1)—"Lilli" (M.-G) (6th wk). Fine \$2,300. Last week, \$2,000.

Liberty (Hamrick) (1.875; 65-90)

week, \$2,000 Liberty (Hamrick) (1.875; 65-90) "Remains to Be Seen" (M-G) and "Fast Company" (M-G). Oke \$7,-(Continued on page 16)

Broadway Grosses

Estimated Total Gross
This Week \$573,600
(Based on 23 theatres)
Last Year \$441,500
(Based on 19 theatres)

'Beast' Big \$12,000 in D. C.

Washington, June 30.

Heat wave is definitely not driving the populace into the air-conditioned comfort of midtown houses here. Biz is generally not up to hopes. Champ is "Beast From 20,000 Fathoms" at Warner, "Arena" plus vaude, first 3-D attraction at Loew's Capitol, is pleasing at tilted scale if not quite up to hopes. "Scared Stiff," launched at Loew's Palace with much tub-thumping about the new "giant panoramic scircen" and stereophonic sound, is also a bit disappointing for a Martin-Lewis pic, itoldovers are generally fairly steady.

steady.

Estimates for This Week.

Capitol (Loow's) (3,434; 70-\$1.10)

Arcna'' (M-G) plus vaude.

Lively \$22,000. Last week, "Pony
Express" (Par) plus vaude, \$17,000

week.

Dupont (Lopert) (372; 55-\$1)—
"Man on Tightrope" (20th) (6th
wk). Winds up with \$3,500 for
second consecutive week, and
about \$23,000 in 6-week run.
Keith's (RKO) (1,949; 55-85)—
"Gunsmoke" (U). So-so \$7,000.
(Continued on page 16)

"Sangaree" shapes as best bet ere this stanza with nice takings t Paramount. "Francis Covers Big own" looks bright at Lafayette. Dream Wife" is rated tame at the uffalo.

Buffalo.
Estimates for This Week

Estimates for This Week Buffalo (Loew's) (3,000; 40-70)—"Dream Wife" (M-G) and "Luxury Girls" (Indie). Tame \$9,000. Last week, "Arena" (M-G) and "Cry of Hunted" (M-G); same.

Paramount (Par) (3,000; 40-70)—"Paramount (Par). Nice \$12,000. Last week, "Shane" (Par) (2d wk); \$12,800. Center (Par) (2.100; 40-70)—"

Last week, Shane (Far) (20, WK), \$12,800.

Center (Par) (2,100; 40-70) —
"South Sea Woman" (WB) (2d wk).
Okay \$6,000. Last week, \$7,500.
Lafayette (Basil) (3,000; 40-70) —
"Francis Covers Big Town" (U) and
"Column South" (U). Bright \$9,500
or near. Last week, "The Juggler" (Col) and "Jack McCall Desperado" (Col) and "Jack McCall Desperado"

(Col) and "Jack McCall Desperado (Col), \$6.500. Century '(20th Cent.) '(3,000; 40-700. "Affair with Stranger" (RKO). 700. "Sword of Venus" (RKO). 700. Slow \$6,500. Last week, "Sea Devils" (RKO) and "Night Without Stars" (RKO), \$7,000.

'Space' Whopping \$29,000 in Philly

Philadelphia, June 30.
Despite sweltering heat here,
3-D productions and gimmick pictures are doing excellent trade.
Pacing the field is "Came From
Outer Space," which is smash at
the Randolph. "Maze" also is
strong at the Stanton. Also in the
3-D category, "Hannah Lee,"
shapes nicely at the Fox. "Beast
From 20,000 Fathoms" is fast at
the Stanley.

Estimates for This Week
Arcadia (S&S) (625; 85-\$1.20)—

Estimates for This week
Arcadia (S&S) (625; 85-\$1.20)—
"Lili" (M-G) (7(h wk), Oke \$3,700.
Last week, \$4.500,
Boyd (SW) (2.360; 50-99)—"Affair with Stranger" (RKO). Mild
\$11,000. Last week, "Glass Wall"
(Col), \$10,000.

Fox (20th) (2.250; 99-\$1.25)—
"Hannah Lee" (Indië). Nice \$19,000.

(Continued on page 16)

Hub Slows Down; 'Ft. Ti' Fair \$21,500, 'Run' Mildish 15G, 'Francis' Oke 11G

'Beast' Huge \$17,500, Balto; 'Maze' Big 16G

Baltimore, June 30.

Baltimore, June 30.
Film grosses are still reflecting the exodus to the beaches here this week although school vacations are helping in some situations. "Beast From 20,000 Fathoms" looms sock at the Stanley. The Hipp is also getting a share of increased kid altendance for "The Maze." Remainder of its seems to be marking time until better product arrives for July 4 weekend.

Estimates for This West.

Estimates for This Week

Century (Loew's-UA) (3,000; 20-70)—"Scandal At Scourie" (M-G). Moderate \$7,500. Last week "Dream Wife" (M-G), \$8,200.

Dream Wife" (M-G), \$8,200. **Hippodrome** (Rappaport (2,100; 35-80)—"The Maze" (AA). Fast \$16,000. Last week, "Split Second" (RKO), \$7,000 in 5 days. **Keith's** (Schanberger) (2,400; 50-\$1.25)—"Shane" (Par). (5th. wk). Okay \$11,000 after \$13,500 for fourth;

Little (Rappaport) (310; 25-90)— "Tonight At. 8:30" (Indies: Good \$4.400. Last week, "Kind Hearts and Coronets" (U) (reissue), \$3,000.

Mayfair (Hicks) (980; 20-70) —
"Pony Express" (Par). Starting
tomorrow (Wed.) after "Vanquished" (UA) did mild \$4,200.

quished" (UA) did mild \$4,200.

New (Mechanic) (1,800; 35-70)—
"Destination Gobi" (20th). Fair \$8,000. Last week. "Farmer Takes Wife" (20th). \$7,700.

Playhouse. "Schwaber) (420; 50-\$11—"Queen Is Crowned" (U) (3d wk). Still solid at \$5,200 after \$5,500 for second.

Stanley (WB) (3,280; 25-80)—"Beast From 2,000 Fathoms" (WB). Brisk \$17,500 or near. Last week, "Desert Song" (WB), \$10,800.

800,
Town (Rappaport) (1.800; 35-80)
—"Came From Outer Space" (U).
Opening Thursday (2) House shuttered today and tomo-row for installation of widescreen and stereo
sound. Last week, "Sea Devils"
U, \$6,400 for 5 days.

Boston, June 30.

Biz has settled down into the usual summer rut this stanza, with newcomers creating little excite ment at downtown boxoffices "Francis Covers Big Town" a Memorial is just okay, with "Ja maica Run" at Paramount an Fenway only 50-50. "Fort Ti" i memorial is just okay, with and Fenway only so-so. "Fort Ti" is rated only fair at State and Orpheum. "Queen is Crowned" still is great in fourth week at the Excler, Estimates for This Week

Exeter.

Extenders for This Week

Astor (B&Q) (1.500; 60-\$1.20)—

"Volcano" (UA) (2d wk). Off to
good \$4,500 following \$8,000 for
first.

Boston (RKO) (3,000; 50-80)—

"Kiss of Death" (20th) and "Road
House" (20th) (reissues). Oldles
shape slightly better than recent
newcomers here with \$8,000. Last
week, "Take Me to Town" (U) and
"Dark Streets of Cairo" (Indie)
(reissue), \$6.500.

Exeter (Indie) (1,300; 60-\$1)—
"Queen is Crowned" (U) (4th wk).
Sock \$14,000 following \$16,000 for
third frame.

Fenway (NET) (1,373; 50-90)—
"Jamaica Run" (Par) and "Space
Ways" (Indie). Fair \$4,500. Last
week, "South Sea Woman" (WB)
and "'Cow Country" (AA), \$5,000.

Memorial (RKO) (3,000; 50-90)—
"Francis Covers Big Town" (U)
and "Glory at Sea" (Indie). Okay
\$11,000. Last week, "Came From
Outer Space" (U) (2d wk), \$12,000.

Metropolitan (NET) (4,367; 50-90)

—"Scared Stiff" (Par) and "Vanquished" (Par) (2d wk), \$12,000.

Orpheum (Loew's) (3,000; 65\$1,05)—"Fort Ti" (Col) and "Prob.

Orpheum (Loew's) (3,000; 65\$1,05)—"Fort Ti" (Col) and "Prob.

first.
Orpheum (Loew's) (3.000; 65\$1.05)—"Fort Ti" (Col) and "Problem Girls" (Col). Fair \$13.500. Last
week, "Arena" (M-G) and "Slight week, "Arena" (M-G) and "Slight Case of Larceny" (M-G), \$11.500.

Paramount (NET) (1,700, 50-90)

"Jamaica Run", (Par) and "Space Ways" (Indie). Fairish \$10.500.

Last week, "South Sea Woman" (WB) and "Cow Country" (AA), \$10.500.

"State (Loew's) (3;500: 65-\$1.05)—
"Fort Ti" (Col) and "Problem Girls" (Col). Fair \$8.000. Last week, "Arena" (M-G) and "Slight Case Larceny" (M-G), \$7,000.

'Wife' No Buff Dream, \$9,000; 'Sangaree' 12G Heat Wilts Cincy; 'Arena' Mild 12G, 'Francis' Fancy \$7,000, 'Wife' 10G

Key City Grosses

Estimated Total Gross
This Week \$2,298,900
Based on 22 cities, and 200
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year \$1,780,600
(Based on 22 cities, and 172
theatres.)

Maze' Rousing \$9,500 in Pitt

Pittsburgh, June 30.

Pittsburgh, June 30.
This week is like the weather, rather sluggish, and few pix are registering. The Warner is up a bit with "The Maze" although. 3-D interest apparently is diminishing. "Queen Is Crowned" also is holding up well in third stanza at the Squirrel Hill. "Pickup on South Street" developed into an okay holdover at Fulton at last minute, but preem splash for "Glory Brigade" at Harris meant little. Two biggest downtown houses, Penn and Stanley, are light with "Story of Three Loves" and "South Sea Woman," respectively.

Estimates for This Week

Estimates for This Week
Fulton (Shea) (1,700; 50-85)
Pickup on South St." (20th) (20th)
Wik). Winding up at okay \$4,500.
First week a pleasant surprise at \$10,000, necessitating holdover at last minute after "Francis Covers Big Town" (U) already had been pencilled in.

mencilled in.

Harris (Harris). (2,200: 50-85).—

"Glory Brigade" (20th). Good campaign and simultaneous release break all over territory not much help. Will be lucky to get mild \$5,500. Last week, "Take Me to Town" (U) and "Column South" (U), \$3,500 in 5 days.

"Penn (Loew's) (3,300: 50-85).—

"Story of Three Loves" (M-G), Not much excitement over this, light \$9,000. Last week, "Arena" (M-G), at slightly advanced prices, \$13,000.

(M-G), at slightly advanced prices, \$13,000.

Squirrel Hill (WB) (900; 50-85)—
"Queen is Crowned" (U) (3d wk). They're still going for this Coronation pic and daily matinees (house ordinarily opens only at night except Saturdays and Sundays) are helping, too. Good \$2,000 on top of \$3,500 last week.

Stanley (WB) (3,800; 50-85)—
"South Sea Woman" (WB). Doesn't look like more than soggy \$8,500. Last week. "Beast From 20,000 Fathoms" (WB) \$15,000 in 8 days.

Warner (WB (2,000; 50-85)—
"The Maze" (AA). The 3-D'ers are slipping off although this one will lift house way above its recent average. It's first 3-D at regular scale here. Fancy \$9,500. Last week, "Scared Stiff" (Par) (m.o.), \$8,000 in 8 days.

Indpls. Lagging Albeit 'Francis' Neat \$9,000; 'In Dark' Modest 10G Indianapolis, June 30.

Biz is slow at most first-runs here this stanza. Rain last Sunday didn't help. "Man in Dark," playing Loews at slightly tilted scale, looks good enough to lead with modest figure. "Francis Covers Big Town" at Circle shapes neat. "Pony Express" at Indiana looms mild

Estimates for This Week

Circle (Cockrill-Dolle) (2,800; 50-78)—"Francis Covers Big Town" U) and "Iron Mountain Trail" Rep), Neat \$9.000 Last week, Beast From 20.000 Fathoms" WB) and "Cow Country" (AA), \$12,000.

Indiana (C-D) (3,200; 50-76) Pony Express' (Par) and "Jan "Pony Express" (Par) and "Jamai-ca Run" (Par). Sluggish \$8,000. Last week, "Scared Stiff" (Par) \$13,000.

\$13,000.
Loew's (Loew's) (2,427; 65-90)—
"Man in Dark" (Col) and "Ambush
at Tomahawk" (Col) Moderate
\$10,000. Last week, "Arena" (M-G)
and "Luxury Girls" (UA), ditto.
—Lyrle-(C-D)-(1,600, 50-76)—"BlueGardenia" (WB) and "Trail Blazérs" (AA). Oke \$6,000. Last week,
"Angel Face" (RKO) and "White
Goddess" (Indie), \$5,000.

Wednesday, July 1, 1953

ranging from mild to favorable this session as the hot spell con-tinues. "Arena" looks like current linues. Arena 1008s like current leader for a mild 3-D marker at big Albee. "Dream Wife." a Palace cutie, is rated okay while "Francis Cover's Big Town," looms nice at Keith's. "Jamaica Run" is only fairish at Canitol. fairish at Capitol.

Estimates for This Week
Albee (RKO) (3,100; 75-\$1"Arena" (M-G). Mild \$12.000 J.ast
week, "Beast from 20,000 Fathoms" (WB), \$14,000 at regular .55-85)

Capitol (RKO) (2,000; 55-85—
"Jamaica Run" (Par) and "Monsoon" (UA). Fairish \$6,500 Last
week, "Pony Express" (Par). \$6,000,

Grand (RKO) (1.400; 75-\$1)— "Beast From 20,000 Fathoms" (WB) (m.o.). Okay \$7,000. Last week, "Fort Ti" (Col) (m.o.), \$9,000.

week, "Fort Ti" (Col) (m.o.), \$9,000,

Keith's (Shor) (1,500; 55-85)—
"Francis Covers Big Town" (I),
Nice: \$7,000, Last week, "Desert
Rats" (20th), same.

Palace (RKO) (2,600; 55-85)—
"Dream Wife" (M-G), Oke \$10,000,
Last week, "Girl Who Had Everything" (M-G) and "Fast Company" (M-G), \$9,000.

Prov. in Doldrums But 'Sangaree' Lush \$10,000; 'Arena' 10½G, 'River' 6G

Providence, June 30.

Summer doldrums are setting in with a vengeance as local stands find it almost impossible to fight the lure of Rhode Island beaches. Leading a lukewarm list is the State's "Arena," with light take. "Sangaree", however, just rounded out a fine week at the Strand.

Estimates for This Week
Albee (RKO) (2,200; 44-65)

"Split Second" (RKO) and "Below
the Sahara" (RKO). Mild \$6,500
Last week, "Column South" (U.
and "Lone Hand" (U), \$5,500.

and "Lone Hand" (U), \$5,500.

Majestic (Fay) (2,200; 44-65)—
"Powder River" (20th) and "The
System" (WB) Slow \$6,000. Last
week, "Came From Outer Space"
(U) (2d wk), \$6,500.

State (Loew) (3,200; 44-65)—
"Arena" (M-G) and "Slight Case ol
Larceny" (M-G). Light \$10,500
Last week, "Girl Next Door" (20th
and "Cry of Hunted" (M-G), \$8,500

Strand (Silverman) (2,200: 44-65

Strand (Silverman) (2,200; 44-65)
—"Vanquished" (Par) and "Fort Vengeance" (AA). Opened Monday (29). Last week, "Sangaree" (Par), lively \$10,000.

SONG' TORRID \$8,000, K.C.; 'NEXT DOOR' 17G

Kansas City, June 30. Edge is off grosses from recent Edge is off grosses from recent weeks, but they still are very acceptable, "Girl Next Door" is stout in four Fox Midwest theatres. "Desert Song," is also showing strength at the Missouri. "Man in the Dark" at Midland shapes fair. Stil going strong is "Queen is Crowned" at the Vogue, Early season heat persists with temperatures in high 90's regularly.

Estimates for This Week

Estimates for This Week

Kimo (Dickinson) (504: 65-85) — "Lili" (M-G) (7th wk) Fat \$2.300. Holds. Last week, \$2.600.

Holds, Last week, \$2,600.

Midland (Loew's) (3,500: 65-90)

"Man in Dark" (Col) and "Ambush Tommyhawk Gap" (Col)
Fair \$9,000. Last week, "Arena", (M-G) and "Slight Case Larcen", (M-G) and "Slight Case Larcen", (M-G) and "Slight Case Larcen", (M-G) Sturdy \$0.000.

Missouri (RKO) (2,650; 50-75)

"Desert Song" (WB) and "Big Frame" (RKO), Sturdy \$0.000 and will hold. Last week, "Beast From 20,000 Fathoms", WB; and "Cow Country" (AA), \$7,500 in 9 days.

Paramount (Tri-States) 1.900; 50-75)—"Jamaica Run" (Par), Nice \$7,000. Last week, "Fort Ti" (Coi) (2d wk), \$9,000.

Tower, Uptown, Fairway, Granada (Fox Midwest) (2.100; 2.043; 700; 1.217; 50-75)—"Girl Next Door" (20th) and "Born in Saddle" (Indie) added at Tower and Granada. Happy \$17,000. Last week, "Pickup on South St." (20th) and "Kansas Pacific" (AA), \$21,000.

"Queen (Golden) (550; 65-85)
"Queen 18 Crowned" (U) (3d wk'.
Big \$2,800, and holds again. Last

School Vacations Help Chi; 'Beast' Terrific \$30,000, 'Blue' Giant \$40,000, 'Wet' 28G, 'Sioux'-Damone Big 55G

sevell.

ueen is Crowned" is still hearty
third week at Telenews. Two
'th-round entries are holding
is Shane" at State-Lake
poss robust, "Times Gone By"
urf is still neat.

Estimates for This Week

Estimates for Ind.

incago (B&K) (3,900; 98-\$1.25)

ireat Sioux Uprising" (U) with
Damone onstage. Sock \$55.Last week, "Girl Next Door"

in. \$24,000.

Z.000.

Oriental (Indie) (3,400; 98)—
Dangerous When Wet" (M-G). Reeshing \$28.000. Last week, "Scanil at Scourie" (M-G) (2d wk),
0.000.

70: Last week, \$19,000; 98-State-Lake (B&K) (2,700; 98-1,251— Shane!" (Par) (4th wk). otent \$24,000. Last week, \$27,000. Surf (II&E Balaban) (685; 98)— Finnes Gone By" (IFE) (4th wk). rim \$3,500. Last week, \$4,000.

Inited Artists (B&K) (1,700; 55—"Beast From 20,000 Fathoms"
Band "Magnetic Monster"
A. Sock \$30,000. Last week, ame From Ouler Space" (U) (2d), \$26,000.

E26,000.

ods (Essaness) (1,073; 98
"Moon Is Blue" (UA)
y \$40,000. Last week, "Powtiver" (20th) (2d wk), \$6,000

'Houdini' Hefty \$12,500 In Omaha; 'Beast' Wow 7½G, 'In Dark' Big 11G

ng "Beast from 20,000 ms at Brandeis looks smash-floudini" at large Orpheum

is tancy. Estimates for This Week

Estimates Are Net

Film gross estimates as re-ported herewith from the vari-ous key cities, are net; i, e, without the 20% tax Distrib-utors share on net take, when playing percentage, hence the estimated figures are net in-come.

come.

The parenthetic admission prices, however, as indicated, include, the U. S. amusement tax.

'Maze' Socko 13G, Cleve, 'Sea' 12G

the Allen:
Estimates for This Week
Allen (S-W) (3,000; 55-85)
South Sea Woman" (WB) Big
12,000 or near. Last week. "Beast
From 20,000 Fathoms" (WB), \$16,-

From 20,000 Fathoms" (WB) \$16,-000 in 9 days.

Hipp (Telemanagement) (3,700; 55-85) — "Glory Brigade" and 'Powder River" (20th). Fair \$12,-500. Last week, "Snows Kilimanjaro" (20th), \$7,000 in 6 days.on initial pop-price run.

Lower Mall (Community) (585; 5-85)—"Man in Dark" (Col). Poor 51,800 in 5 days on first return date at regular scale, *ast week. "Secret Flight" (Indie) and "Secret People" (Indie) \$2,000.

Beast' Powerhouse 14G, Mpls; 'Arena' Okay 8G, 'Wife' 10G, 'Remains' 4G

'Song' Solid 16G, St. L.; 'Sioux' 10G

frame:
Pageant (St. L. Amus.) (1,000;
90)—"Man on Tight Rope" (20th)
(2d wk). Good \$3,000 after \$4,000
first stanza.
St. Louis (St. L. Amus.) (4,000;
60-75)—"Great Sloux Uprising"
(U) and "Lyw and Orden" UI. Reis

South Sea' Hot \$19,500, Denver; 'Snows' Big 24G

'Queen'-Promoter' Lofty 11G, Seattle; 'Crowd' 9G Seattle, June 30. Pacing field here this stanza is "Queen is Crowned" paired with "The Promoter," socko at Music Hall. "Moulin Rouge" is finally winding its longrun with soild takings in 12th week at Blue Mouse. Wet' Nice 128G, 'Dr. T' Just Fair \$11,000

over third week. "Seared Stiff" (Par) any opens Friday (3).

oadnot hot Hunt". (Greshler). (3d. wk).
ment on the second stanza ended Monday. (29)
continued smash at \$7,200 after wise. \$8. (10). opening week.

3-D Gives Det. Fresh Look; 'Ft. Ti' Giant 35G 'Sangaree' Stout \$24,000

Last week, "Beast From 2 (Continued on page 16)

Pix Trim Mag Advertising Budgets, Focus Bally Coin On Spot Radio, TV

all economy program, advertising budgets are being subjected to sharp trimming. Chief victim of

the steing program is the average picture, which is no longer backed by a hefty national campaign.

Coin saving has also resulted in a reappraisal of media, with national mags no longer receiving as large a chunk as during the spending heyday. RKO, for example, once one of the largest mag spenders, is now infrequently represented in the national publications. Warner Brosse too, seldom employs hig magazine space:

Changing pattern of the method of release, with more frequent use of caturation bookings, has resulted in a channelling of coin to TV and to local newspapers, with the aim at point-of-sale selling. Certain pictures, particularly those with sensational exploitation, values, have found radio and TV potent skedded by 20th-Fox for TV bally alone on. The Scottmaster. Warner Bros, is spending the same TV coin for "Beast from 20,000 Fathoms."

Recent pitch by Leonard Goldenson, American Broadcasting-United Paramount prexy, for more use of radio and TV to promote film attendance, brought a sharp rebuke from magazine quarters. Richard W. Cook, Hearst Advertising Service topper, said he was "just wondering if Mr. Goldenson's pitch might not have been a little on the selfish side." He stressed that TV did little, if anything, to promote pictures in comparison to the solid editorial support the industry received in a number of national publications. Recent pitch by Leonard Golden-

Notwithstanding the: TV-mag controversy, filmeries are spending less to bally their films. In comparison to the \$500,000 per pic budgets of not too long ago, it's a rare current picture that is allotted anywhere near \$250,000. Although theire is an overall decline in advertising spending, a film company will occasionally go all out on a particular big picture. Treatment with an expenditure of up to \$1,000,000, is given a pre-release "special," Metro's "Quo Vadis" being the outstanding example.

A. L. MAYER DICKERS RIALTO, N. Y., RETURN

Possibility formed this week of Arthur L. Mayer, known as Broad-way's "Merchant of Menace," reway's "Merchant of Menace, re-turning to his old haunt by again taking over at the Rialto Theatre, N. Y. Discussions are taking place between Mayer and James Mage, who in 1948 took over the Rialto Mayor operated the Rialto as a

Mayer operated the Rianto as a successful itorror pix showcase for 15 years, starting March 4, 1933—"the day the banks closed." Should Mayer return as Rialto owner-op, his lease would have another two years and three months to run.

Bilson Quits RKO to Form Indie on Features, Vidpix

Ingle on reatures, yupix

Hollywood, June 30.

After 10 years as chief of the
RKO short subjects department.
George Bilson ankled the lot to
produce his own theatrical and TV
films under banner of George Bilson Enterprises.

First picture, to be made in association with Anthony Z. Landi,
will be Triple Jet Ace, based on
the story of Capt Joseph McConnell, leading jet ace, who accounted for 16 Commy planes in Korca.

TOA's Levy Abroading

Herman M. Levy, general coun-l of Theatre Owners of America

CHI COURTS O.K. EXHIB DEMAND, VETO ANOTHER

Chicago, June 30.

Chicago, June 30.

In a preliminary hearing of the Melbro case, wherein the Rockne. Treatre is seeking the rezoning of petitors for more equitable hidden, Judge John Barnes of Chi Federal District Court said Rockne attorneys would have to prove a new conspiracy has arisen since 1950.

new conspiracy has arisen since 1950.

Attorneys for film distribs had asked the court to strike out allegations carried over from a previous suit which had a two-year settlement lasting until July 1,1950. Judge Barnes denied this request, ruling that these allegations were not irrelevant inasmuch as they pointed up a tendency to conspire, but he stated that a more recent conspiracy against the Rockne, since 1950, would have to be proved.

Petition by the RKO Grand Theatre to be relieved of seeking

atre to be relieved of seeking court permission for extended runs has been granted by Judge Michael Igoe, Chi Federal District Court;

has been granted by source. Igoe, Chi Federal District Court, in another case.

Judge Igoe had ruled previously that the theatre was still bound by the Jackson Park decree, like the B&K circuit here, but the U.S. Seventh Appeals Court reversed this decision, acknowledging the divorcement of RKO theatres from RKO pictures.

Boothmen Settle Cal. Ozoner Chain Dispute

Hollywood, June 30.
Projectionists Local 150, IATSE,

signed a working agreement with the SERO drive-in circuit, consisting of the Victory and Gilmore ozoners. Circuit was the last major holdout on the new contract.

Signing resulted in the removal of pickets who had been walking in front of the drive ins for months New pact calls for two projection-ists in a booth when theatres are showing first-run films.

Schary's "SS Canopus

Hollywood, June 30.

Dore Schary's next personal production at Metro will be "U.S.S. Canopus," a World War II yarn about the Navy, based on an original by Alan Brown.

Co-stars will be Robert Taylor, as commanding officer of a sub-marine tender, and Russ Tamblyn, as a gob.

Stormy Union

Continued from page 5

This was finally settled last week

This was finally settled last week and pact is expected to be signed. Boothmen's union concluded an agreement for the screening rooms on the same basis, and is currently dickering with the Skouras chain. Negotiations, are currently taking place between Paramount and the Motion Picture Homeoffice Employees Union for a new pact for homeoffice white collar help. Although union had hoped to hold joint negotiations with all the filmeries at once, it claims it was RKO Skeds 12 Tinters

For Remainder of '53

Rollywood, June 30.

James R Grainger, RKO prexy, announced the release of 12 Technicolor films for the rest of this year, the largest number of tinted features in the history of the company.

Lineup includes "Sea Devils."

"Below the Sahara," 'The Sea Around Us," "Second Chance," "Below the Sahara," 'The Sea Nound Us," "Second Chance," white collarines in the Rose, "Rage in the Jungle," "Son of Sinbad," "Decimeron of Solutions and Labor Relations Board supervision.

and pact is expected to be signed. Boothmen's union concluded an agreement for the series union concluded an agreement for the screening rooms on the same basis, and is currently dak in the same basis, and is currently tak. Negotiations are currently tak in place between Paramount and the Rivoli, the O'Brien screen will be installed.

Schenck said that when "Oklahoma" is completed, it will open as a roadshow in 35 to 40 houses. He indicated that Magna intended to license Todd-AO to all comers, but not until after "Oklahoma" additional test scenes for the film dabeen released. R&H are writing additional test scenes for the film will eventually be done in Technical Recombination was on a greement demonstration was on a green the demonstration was on a green the demonstration was on a story to the same basis, and is currently dak the Rivold-AO at the Rivold, the O'Brien screen will be installed.

Schenck said that when "Oklahoma" is completed, it will open to lions, a closed corporation, will open as a roadshow in 35 to 40 houses. He indicated that Magna intended to license Todd-AO to all comers, but not until after "Oklahoma" is developed to license Todd-AO to all comers, although declining to reveal the sale price, said Cinerama Productions and will supervise the casting. Pic the indicated that agreement agreement with Cinerama Productions as a recouped. Thereafter, the chemical Recombination of the licensian option of the licensian option.

The Silver Horde."

Boothmen's union concluded and production of

Todd-AO Lineup

Todd-AO Lineup
Todd-AO is owned 75% by
Magna Theatre-Corp, and 25%
by the American Optical Co.
Magna, in turn, is owned 50%
by Todd and 50% by United
Artists Theatres Corp. Latter,
in turn, is controlled by Joseph
M. Schenck, George P. Skouras
and Lee Shubert. All the "A"
stock in Magna is 100% owned
by Todd.

by Todd.

Both UA Theatres Todd made room for Richard Rodgers and Oscar Hammer-stein 2d, who have a \$400,000 block.

block.
Magna Theatre Corp. may be changed in corporate title, as it is feared (1) that Magna-Scope can become a perverted billing, thus militating against Todd-AO; and (2), it is a misnomer. Magna Theatre Corp.

nomer. Magna Theatre Corp. will actually do the producing and is not a theatre company. On the Magna board are Schenck, board chairman Skouras, president, Rodgers & Hammerstein, Shubert, Todd, production veepee Arthur Hornblow, Jr., indie producer Edward Small, Prof. Charles E. Seligson, dean of law at N.Y. University, and Judge James M. Landis, ex-dean of Harvard Law School. Latter two represent the Todd and American Optical legal interests.

Todd-AO board comprises Skouras as president, Todd, Schenck, Frederick M. War-burg, of Kuhn-Loeb, and a dinurg, of Kunn-Loeb, and a di-rector of American Optical; Walter A. Stewart, prez of AO; Brian O'Brien, v.p. of AO, and Henry Woodbridge, executive vecpce of AO.

No Trade Shuffle

- Continued from page 3 =

Corp. which will make "Oklahoma." According to Joseph M. Schenck, Magna board chairman, sale of "Oklahoma" was consummated after R&H bought out their part-

after R&H bought out their partners in the legit property. Schenck said R&H, although owning 60% of "Oklahoma," paid out more in that deal than was due them as their own share.

Schenck, who identified himself as the largest Magna shareholder, further disclosed that Magna so far has poured \$1,000,000 into the Todd-AO process. This money, as well as the coin to purchase the "Oklahoma" rights, were put up by himself, George Skouras, Lee Shubert and Todd, he said.

Schubert and Todd, he said.

Schenck said there were no plans for letting the public invest in. Magna. He said that, while there had been no discussions yet with any banks for "Oklahoma" financing, he expected no difficulties in raising the coin. Pic will be budgeted at \$2,000,000. Whether it can be approximately the control of the public will be supported at \$2,000,000. ed at \$2,000,000. Whether it can roll later this summer, for spring, 1954, release, hasn't been decided

yet.

IThere is still a chance of industry brass previewing Todd-AO in Buffalo on July 7. Schenck believes the system should be unveiled to a select group of toppers including his brother, Nicholas M. Schenck, Loew's prexy. Todd is all for holding off until Todd-AO is further perfected. Matter should be resolved this week.]

Lensed Two Ways

"Oklahoma" will be lensed in both the Todd-AO 65m system and in 35m widescreen for regular theatre presentation. Todd-AO method employs only a single projector capable of handling both 65m and 35m film. Whereas Cinerama fils its large screen via three projectors, Todd-AO manages to do the same job with one strip of film on a seamless screen.

Patents covering the Todd-AO lenses and projector head were issued a few weeks ago, but do not cover the special screen invented by Dr. Brian O'Brien, research veepee of American Optical. Recent demonstration was on a slightly curved wooden screen

Amusement Stock Quotations

Wednesday, July 1, 1953

(N.Y. Stock Exchange)

For Week Ending Tuesday (30) Weekly Weekly Weekly Vol. in High Low Close Change for week High Am Br-Par Th 107 CBS, "A" . 11 CBS, "B" . 12 Col. Pic. 43 1578 4514 4514 1614 + 14 Decca 486 Eastman Kdk 162 47 143 á 734 Loew's Nat. Thea. Paramount 2834 Phileo
2234 RCA
316 RKO Picts.
354 RKO Thea
312 Republic
1012 Rep., pfd.
978 Stanley War.
1342 20th-Fox
14 Univ., pfd.
1314 Warner Bros
6334 Zenith
Stock Evohance Philco 1.13 1914 + 78 + 74 1718 American Stock Exchange 17³4 12 Du Mont 4¹8 2⁷8 Monogram 17¹8 14¹4 Technicolor 1216 1414 Technicolor 278 Trans-Lux Over-the-Counter Securities olor Corp. of Amer. Cinerama Chesapeake Industries (Pathe) Polaroid U. A. Theatres Walt Disney

(Quotations furnished by Dreyfus & Co.)

Cinerama, S-W Check

can produce on his own, or have can produce on his own; or have produced by an indie, pictures for the Cinerama medium. He is not obligated to make use of Cinerama board chairman Louis B. Mayer's property, "Paint Your Wagon," which was listed for filming in Cinerama. Mayer, it's indicated, will not take an active part in the production program. Exact status of production chief Merian C. Cooper remains unclear.

As soon as the deal is completed,

As soon as the deal is completed, As soon as the deal is completed. Cinerama will operate with a skele-ton crew, with the possibility that some staffers will move over to the SW organization. Cinerama would only operate on a consulting basis. A Cinerama director said the complete of the

A Cinerama director said the company would, have story approval on production plans.

Agreement, under discussion for several weeks, was apparently spurred by a stockholders resolution last week, authorizing Cinerama officers to conclude a deal with the theatre circuit. Deal calls for SW, through a wholly-owned subsidiary, to assume operation of the present and projected Cinerama theatres as well as to finance future Cinerama features.

Unanimous Okay

Unanimous Okay

With a two-thirds vote necessary for stockholder approval, Cinerama indicated the vote for the SW okay was unanimous, with 890,000 shares represented out of 984,000 outstanding approving transfer of the license rights. No new stockholders meeting is anticipated unless there is a substantial change in the agreement as outlined to the investors.

change in the agreement as out-lined to the investors.

Deal calls for the transfer of
Cinerama production and exhibi-tion rights to SW, which would
finance the opening, equipping of
all new Cinerama theatres, as well
as four theatres where Cinerama
is convently being shown or shout as four theatres where Cinerama is currently being shown or about to be exhibited. These include New York, Los Angeles, Detroit and Chicago. SW would also finance the next two productions. A Cinerama source said additional talks would be held regarding production beyond the initial two films.

films.

SW will receive a larger portion of the b.o. receipts until operation, equipping and production costs are recouped. Thereafter, the theatre circuit and Cinerama will

Under terms of the agreement with SW, up to 26 additional theatres will be equipped for Cinerama in the near future, with a goal of 50 ultimately planned throughout the world. SW would have the global rights.

MPAA Vidpix

Continued from page 3 =

a sponsor, going to the Motion Picture Relief Fund. Excerpts from three feature pix would be used on each airer along with the appearances of one or two screen personalities and introductions and closeouts by Eric A. Johnston, MPAA president.

On the basis of films being second

On the basis of films being selected 50 far for the programs, at least one of three is a musical which when originally made, employed about 100 m usicians. Dramas, comedies, etc., had lesser numbers. A single program of clips from three pix, roughly figured, might represent the work of 150 music men. At \$25 per, under Petrillo's reported demands, this amounts to \$3,750 for each program and a source of expense which hadn't been figured on at all at the start.

FCC Nixes

Continued from page 4 :

common carrier facilities already allocated for this purpose, the Commission said in terminating the proceedings, "evidence to show the proceedings, "evidence to show the public demand, need, or desirabil-ity of such a service becomes aca-demic."

demic."
Regarding the film industry's request for a "statement of policy" on interconnection and frequency conflicts, the Commission said: "We, of course, expect that there will be cooperation among common carriers in resolving frequency conflicts. We see no need at this time to determine whether, when, or where interconnection might be or where interconnection might be necessary, or the type or quality of interconnection service which should be furnished in that event. These problems may more appro-priately be resolved if and when they might arise upon specific peli-tions."

WB's Abeles' N.Y. Gabs

Arthur S. Abeles, Warner Bros. managing director for Great Brit-ain, arrived in N. Y. yesterday (Tues.) abroad the Queen Eliza-

Exec is slated to remain in the U. S. for about a month on a com-bined business and vacation (rip-He'll hold a series of confabs with He'll hold a series of confabs with international topper Wolfe Cohen and other homeoffice execs.

Yugo Buys Its Rawstock From Du Pont To Print Up U.S. Film Acquisitions

Some 60 Hollywood films which rugoslavia recently acquired from several Yank independent producers and member companies of the Motion Picture Export Assivil be processed on American rawstock, Yugoslav Film general manager Bozidar Torbica disclosed prior to his return to Belgrade.

prior to his return to Belgrade.

Torbica, who bought 9,000,000 feet of rawstock from du Pont, said that this would be used to make 14 prints for each of the 60 pictures. All will be subtitled in four dialects—Serb, Croat, Macedonian and Slovenian. He estimated that his acquisitions, which cost \$270,000, will be shown in Yugoslavia's 800 theatres plus another 100 engagements on 16m in various schools and clubs.

While expressing satisfaction

various schools and clubs.

While expressing satisfaction with his purchases, Torbica pointed out that American films are relatively high-priced. "They cost three times as much as British or French product," he said, "and twice as much as Italian pictures." As for audience tastes in his country, the official noted that people in larger cities lean toward "problem dramas," whereas in rural areas the accent is on educational subjects.

Meanwhile, native filmmaking is forging steadily ahead. A modern "film city" has been under construction at Kosutnjak, near Belgrade, for the last four years and current production is averaging about 15 feature-length pix annually. In addition, the industry turns out about 40 documentaries as well as some 60 issues of newserels in a 12-month period.

His government welcomes co-Meanwhile, native filmmakin

reels in a 12-month period.

Ilis government welcomes coproduction with other countries.

Torbica declared, pointing out
that an American unit headed by
director Robert Siodmak is scheduled to roll a joint venture this
month in Sarajevo. Based on the
assassination of Archduke Francis
Ferdinand (incident that touched
off World War I), it's to be done
in association with Bosna Film.

Yugoslav studios have also entered
into similar co-production deals
with German producers, among
others.

BALLET THEATRE SOLID IN 8-DAY VIENNA VISIT

Vienna, June 30.

The American National Ballet Theatre, second Blevins Davis culancarre, second Blevins Davis cul-tural export to play Vienna under partial State Dept. auspices, has wound up an eight-day engage-ment in Volksoper (part of Vienna State Opera) with solid success, but not approaching the sock pro-portions of last year's "Porgy and Bess" engagement in this Danube capital. Ballet run was close to SRO but the critical reception had some negative comments, especial-

capital. Ballet run was close to SRO but the critical reception had some negative comments, especially on troupe's presentation of classical numbers. Characteristic American ballets such as "Rodeo." Fancy Free! and "The Harvest According," first of their kind to be seen here, were gratefully and enthusiastically received.

Troupe, known in the U. S. as Ballet Theatre, made the Vienna date with the help of counterpart funds supplied through the U. S. Information Service to underwrite [local expenses against a heavy nut for a large troupe—60 people in all—and comparatively low ticket prices [\$1.75.top]. Understood. Government's share of the Vienna date was \$11,500, and well worth while from the U. S. cultural propaganda viewpoint.

On biz side, the Vienna date was handled by concert manager Martin Taubman, working with Anatole Heller, Paris impresario who booked the troupe's European tour.

Queen' Record in Tokyo

Tokyo, June 23.
Combo of British Commonwealth
Film's import, "A Queen Is
Crowned," and Shintoho's war
film, "Battleship Yamato," set a
new opening day high for eight
Tokyo houses of the Nikkatsu
Chain which usually play secondrun.

Revord of \$12,600 topped the
Perent high set by "Niagara"
(2011: "Niagara" preemed on
Sunday instead of Monday as did
"Queen."

River Pageant to Wind Coronation in London

Coronation in London

London, June 30.

Windup of the Coronation festivities here will be a grand river pageant July 22, three miles long, when the Queen will take the salute at the Royal Festival Hall on the South Bank of the Thames. The Lord Mayor's procession will head the pageant, the mayors of smaller boroughs and guilds, comprising seven sections. Men and women of the three fighting services will bring the display personnel to close to 6,000 in a fleet of 200 boats.

Highlight of the show will be 12 historical tableaux dating from the

nistorical tableaux dating from the 11th Century, with a company of 300 representing famous characters through the ages. This will be the biggest water spectacle London has witnessed since the first Elizabethan era.

Union Set to Strike Vs. 19 Mex Pix Prods. **But no Trouble Looms**

Mexico City, June 30.

As indications grow that most film producers (19 Mexican outfits) will be shuttered by a strike tomorrow (July 1) called by the Picture Production Workers Union

Picture Production Workers Union (STPC) to enforce demands, the trade does not appear upset. The technical and manual workers locals are demanding a 40-hour week, a donation to their savings fund and a pald day off after every four weeks of steady work.

The trade's own bank, the Banco Nacional Cinematografico, has agreed to provide coin to a group of players and directors, and manual and technical workers have organized and registered the Allanza Cinematografica to make pix so that production won't be halted. Money would insure three pix Alianza members are to work free or, in some cases, at half the regular some cases, at haif the regular

Exhibitors are not worried what Exhibitors are not worried what-ever, since they have enough cur-rent pix and a fair supply of good films in the vaults to keep them going for nearly two months. Be-sides, five producers are not affect-ed, since they have given in to union demands.

'Rain' Paces Yank Pix In W. Berlin for May

Berlin, June 23.

most successful American

The most successful American distributor last month in West German was Metro, being second to Herzog, a German outfit. Europa, another German company, was third and 20th-Fox, fith.

Five of the 20 biggest moneymakers were Hollywood films.

German pix were again very successful. "Don't Forget the Love," a Standard production released by Europa, was tops. "Singin' in the Rain" (M-G) became seventh biggest grosser, was the best U. S. film last month. "American in Paris" (M-G). "Snows of Kilimanjaro" (20th), "Ivanhoe" (M-G) and "The River" (UA) were among the top 18 pix.

Vaude, Cinema Trade Way Off in Scotland

Way Off in Scotland
Glasgow, June 30.
Vaude biz has taken a dive here,
with early performances most theatres slumping to the lowest attendance mark in many months.
Current shortage of coin, allied to
advent of annual vacations, is
blamed by theatre owners who are
now faced with the prospect of having to cut their budgets.
Cinema biz is also affected.
Growing number of TV viewers is
keeping many film patrons at
home.

20-Concert Israel Tour
Tel Aviv, June 30.
Claudio Arrau left Israel Sunday
(28) following his 20th concert in
25 days, 15 with the Israel Philharmonic and five recitals. Planist
garnered the greatest boxoffice as
well as artistic triumph of the season, including Jascha Heifetz, the
hitherto favorite.
He could have continued playing
but for an appearance at London
Festival Hall tonight (Tues.).

U.S. Pix' Grecian 666G Cut in Two

Washington, June 30.

Devaluation of the Greek currency last April has bitten sharply into the dollar value of U. S. earnings in that country, points out Nathan D. Golden, director of the motion picture division of the U. S. Dept. of Commerce. Greek drachma was devalued by the Greek government to 30,000 to the \$1. Previously, the value had been 15,000 to the \$1.

At the time, the American motion picture firms had about 10,000,000,000 drachmas in blocked deposits with the Bank of Greece, on account of royalties. Thus the value in dollars fell from \$666,000 to \$333,000.

Shortly before the devaluation order, a deal had been worked out to transmit \$58,000 in royalties to this country. However, the details were not completed until after devaluation. Result was that U. S. people had to put up twice as many drachmas to get the dollars out. Because the Greek government has somewhat liberalized its import regulations. U. S. distributors have successfully appealed for right to take more dollars out, of the country. The amount is being upped by 20%.

3 ITALO FILMS PACE ROME'S B.O. IN MAY

RUME S B.U. IN MAY

Rome, June 23.

Two Italo-mades and a FrancoItalian co-production easily led the
field at the boxoffices here in May,
and ranked similarly in other firstruns over Italy. "Puccini" (Dear),
Technicolor musical biog of the
composer, topped local takes with
a very strong \$33,000, followed by
Cannes Festival winner, "Salaire
De La Peur" (Franco-Italian) with
\$25,000, and another Italian-made
tinter, "L'Uomo, La Bestia, E. La
Virtu," with \$25,000.

"La Virtu" is being released by
Paramount, and co-stars Orson

"La Virtu" is being released by Paramount, and co-stars Orson Welles with Tolo and Viviane Romance. Another Italian production, the DeSica-Lux-Selznick pic, "Termini Station," also has been grossing consistently in Italian first and second-run situations. Impact of first 3-D releases on local market is too recent for an overall evaluation."

'Fox' Making Peaceful Re-entry in Vienna Nabes

Re-entry in Vienna Nabes

Vienna, June 30.

"Desert Fox." 20th's General Rommel feature which had to be withdrawn after four days in last year's Vienna preem when Reds staged bloody riots in front of the theatre, has reappeared in mabe houses and is doing "better than average" biz entirely without disturbance, according to Wolfgang Wolf, 20th and M-G chief for Austria.

Even after the pic was pulled, following a paving block battle between cops and Commies last year, it played off in provinces except for the Russian Zone, where most U.S. pix are barred anyhow. Local authorities were cautious about allowing Vienna playdates, although making no official objections. After test engagements went off quietly, all heaved a sigh of relief and proceeded to cash in on the film's pull due to Nazi and war interest, always strong here when catered to from standpoint of German side of the conflict.

Robert Clark, production chief of ABPC, off to New York and Hollywood, to be away four weeks. Mario Zampi's next film for ABPC is "O'Leary Night." by Michael Pertwee and Jack Davles. It's an Irish yarn, with all-Irish location. Shooting starts early August.

Claudio Arrau Winds Boif 20-Concert Israel Tour Cinema Price Tilts Allowed 3 Types Of Paris Houses; \$1 Top For Others

75% (249) of Foreign Pix To Brit. in '52 from U.S.

Washington, June 30, of 82 British and 328

A total of 82 British and 328 foreign features were registered by the British Board of Trade in Great Britain, during the film year ending March 31 last, U. S. Dept, of Commerce reports. Of the foreign pix, 249 (75%) came from Hollywood.

Next in line were 39 French, 20 Italian, five Soviet, four Mexican, three German, two Polish, and one apiece from Japan, Denmark, Sweden, Austria and Hungary. One feature was produced jointly by French and Italians. The 82 British films were an increase over the 64 of the preceding year.

Despite Chilly Weather, 35 Paris Legit Houses Shutter; 29 Stay Open

Despite wintry weather, Paris legit is going ahead with summer plans. Thirty-five legit houses are closing down for July and August, With only sprinkling of hardy hits staying open to face the

Two new musicals, both de-

Two new musicils, both designed as summer shows, are duenext week, "Ah, What Beautiful Moustaches" at Daunou and a new edition of last year's revue, "Paris Galant", at Capucines. Two other long-run musicals, "Flowering Path" at ABC and "Singer, of Mexico" at Chatelet are temporarily shuttering, "Path," closing July 2, reopens Aug, 15, while "Singer", will get brief reprise at the Chatelet July 17, before a revival of "White Horse Inn" takes over in September.

Among the straight shows to risk the dog-day hazards are "Fourposter" at the Michodiere; "When the Child Appears," Andre Roussin comedy smash, at the Nouvenutes, "I Shall Live a Great Love," revival of the Steve Passeur drama, at the Micholiere, afthe Palais-Royal, "Hot Lead for Hot Babes," at the Grand-Guignol, "The Ravager," comedy-farce, at the Babes," at the Grand-Guignol, "The Ravager," comedy-farce, at the Bueffes Parisiens, and "No Exit," revival of the Jean-Paul Sartre play, at the Comedie-Caumartin,

martin.

Opera will remain open all summer but Opera-Comique will shut down from July 1 until Aug. 1. Comedie-Francaise's Salte Richelieu will holiday from Aug. 1 to Sept. 1 while C-F's other house, Salte Luxembourg, will be closed from July 14 to Sept. 1.

Folies-Bergere, Casino de Paris, Etoile and Mayol, all revue houses, stay open, playing seven nights a week with matinees on Sunday, Mogador, which houses a revival of "Belle of New York" will take no summer break.

Dubliners Raid, Picket Liz Newsreel at Theatre

Liz Newsreel at Theatre

Dublin, June 30.

Two minutes after the Pathe Newsreel containing shots of Queen Elizabeth's Coronation Naval Review had been delivered at Adelphi Cinema here, it disappeared Nobody saw the raiders but incident is linked with current campaign against what is considered "British propaganda."

A new copy of the film was flown in on the following day and screened. The theatre was picketed with men and women—some with cards saying: "British Navy Shelled Dublin in 1916: No Quislings Wanted."

'Table' Strike Official

London, June 30.

Walkout of the extras engaged in filming "The Knights of the Round Table" at Elstree is now on an official strike basis, and the Ministry of Labor has been called in to arbitrate

lavies. I rate
-Trish	Main squawk from the bit players
-Irish	Main squawk from the bit players
Structure	Structure
Structure	Structure
Structure	Structure

Paris, June 30.

Exhibitors were given a false steer on the proposed unfreezing of first-run film house scales here, Prices were frozen last year at \$1\$ top, with special dispensations for films of proven spectacle worth. Exhibs have been trying to break this freeze for 12 months now; and the recent hint that a new maximum price was allowed proved a misinterpretation of new additions to the ruling.

New rule concerns secondary

New rule concerns secondary houses that have gone in for good theatre facelifting and rate a raised tab Another revision conraised tab Another revision con-cerns extremely long films which may lose one or two daily show-ings because of their length. The Cannes Film Pete winner, "Le Salaire De La Peur," which could only have three instead of the standard five showings daily, was allowed a price increase from \$1 to \$1.25.

Additionally the revised ruling concerns those cinemas which because of change in ownership, or by new policy, go up the scale in type of run. These also are allowed a scale burrease.

a scale burrense.

Even on raising or lowering the theatre scale the exhibs here themselves are not agreed. Some feel that lowering prices would bring back the large pre-war film patronage while others feel this would be harmful to pic quality. Meanwhile, prices remain the same for most houses.

STAR SCANTILY CLAD, **MEXICO BANS 'NERO'**

Mexico City, June 23.

Mexico City, June 23.

Banning of the Italian pic, "O.K. Nero," on the eve of its simultaneous bow at three top local cincenas, Cines Mexico, Chaputlepec and Mariscala, joited Mier & Brooks, the distributor, and the exhibitors, but was a good break for 20th-Fox and Paramount.

The distributor and exhibitors had spent considerable coin advertising and ballyhooting "Nero." The National Cinematographic Board, under which the censors function, was determined in its nix contending that the film is "very immoral" because its star. Silvana Pampanini, is "maich too scapilly clad in too many sequences."

"Nero" ban allows longer playing time for "Niagara" at the Chaputlepec and "Tonight We Sing" at the Mexico, and enabled Par to take over with "Harricane Smith" at the Marlscala.

Berlin as Vidpix Prod. Centre for U. S. Market

Centre for U. S. Market

Berlin, June 30.

Berlin, fike London; is developing as a production center of telepix for the American market. One unit checked out of the Spandau studios last week, and another moved in this week.

John Nasht, who has been filming his "Orient Express," series in various European capitals, completed his, program of 26 shorts. Final prints are now being shipped to New York, Nasht, return; next month to the U. S. but is scheduled to complete a further series in Europe by the first of 1954.

Edward Gruskin has now checked in at Spandau to start lensing a series of 26 half-hour pix based on Flash Gordon, Program is being made in association with Interwet Film Studios of Berlin, with Wallace Worsley as director.

Samaritan' Looms New London Heat Victim

London Heat Victim

London, June 30.

The only new play of the week was "The Bad Samaritan," by William Douglas Home, presented by E. P. Clift and Linnit & Dunfee at the Criterion last Wednesday (24). It has a religious theme intermingled with wisecracks and sex problems, being well acted by Michael Dennison, Virginia Me-Kenna, George Ralph, Heather Stannard, Ronald Lewis and Jessie Winter. Winter.
Warmly received but this is not

sufficiently outstanding to combat the current heatwave despite au-thor and star reputations. Murray Macdonald directed.

from

THE BEAST FROM 20,000 FATHOMS."

STARRING PAUL CHRISTIAN PAULA RAYMOND - CECIL KELLAWAY - KENNETH TOBEY - JACK PENNICK

Screen Play by LOU MORHEIM and FRED FREIBERGER Suggested by the sensational SATURDAY EVENING POST story by RAY BRADBURY Photography by Jack Russell, A.S.C. · Associate Producer BERNARD W. BURTON · Technical Effects Created by RAY HARRYHAUSEN Music by David Buttolph Produced by HAL CHESTER and JACK DIETZ - Directed by EUGENE LOURIE - Distributed by WARNER BROS.

4 OPENBAGS

BIGGES

ACTUALLY TOPPING THE TOP WARNER PICTURES OF THE PAST 3 YEARS (EXCEPT 'HOUSE OF WAX')!!!

No 'Flat' Versions

Continued from page 5:

the projected contribution of 10 pix by Leonard Goldstein, will help, but are seen insufficient. Difficulty is that, where a 3-D pic could conceivably go into 2-D exhibition via a single print; only properly equipped houses can book Cinemascope pix. Observers agree with 20th prexy Spyros P. Skouras that certain parts of Europe might eventually equip themselves with the widescreen process faster than the U. S. But, they point out, also, that the same isn't likely to hold true for a great many other territories, where local production of screens and lenses isn't possible. According to 20th director of sales Al Lichtman, company should use up its backlog of 2-Ds by the end of the year, which means that the shortage would catch up with the foreign market around mid-54. By that time, only a small part of the theatres abroad are likely to be equipped. While these will take in the important key spots, other 20th customers will be looking for product.

product.

Execs at 20th in ist that, even though a "standard" 35m version of "The Robe" was lensed, it is to be used only to make 16m reduction prints for distribution to schools and religious groups. Metro, in announcing its CinemaScope islate, made it clear that it would make duplicate versions of these pix.

U Bills

Continued from page 3;

ations of a tew years back has be-come widely-circulated. Selling setup also is prominently accented. U increasingly has been accented. U increasingly has been giving more authority to its repsion the field, such as branch and district managers, to the extent that many of them are now empowered to okay licensing deals without the requirement of homeoffice, approval. Result, say key men in the U organization, is that exhib customers have greater confidence in the field staffers and aronge amenable to negotiating for more amenable to negotiating for

pix.

Large tax bite has kept U's 1953 half-year, profits to \$1,346,632, a slight increase over the comparable period in 1952, when the net after taxes was \$1,220,440. Profit for the 26 weeks ended May 2, '53, was equivalent to \$1,27 per share after deducting dividends on the preferred stock. Last year's U per share earnings at the half-year mark totaled \$1.14.

Tax take for the '53 period was \$2,310,000, which compares with a

\$2,310,000, which compares with a tax of \$1,550,000 on the 26-week carnings last year.

Book 'Moon'

= Continued from page 4 =

the Cardinal was in his constitu-

the Cardinal was in his constitutional rights in urging members of his faith not to see. "Moon," a "request for a general or secondary boycott, designed to close the theatre entirely after the exhibition of this film, is clearly contrary to the spirit of the First Amendment."

Judgment in Advance?

The Cardinal had written that "Catholic people should stay away indefinitely from theatres which show 'condemned' pictures as a matter of policy."

Rice's point was that Cardinal, Spellman was in his rights to take whatever action he deemed necessary against. "Moon." but that his reference to a secondary boycott "constitutes a judgment in advance as to what may be exhibited in the future and would, if successful, deprive other persons of their right to see, films that they may wish to see.

In another letter, Rice urged United Artists prexy Arthur B. Krim "not to be intimidated" from distributing the Otto Preminger production, "since your refusal to do so may very well be a limitation of the rights of persons who do not agree with Cardinal Spellman's opinion." Rice stressed that the Council wasn't concerned with the merits of the pic but only "with the public's right to determine for itself, by seeing it, its value." In another letter, Rice urged

Preminger Renews Attack

Preminger, producer of the indie film, who repeated his attack upon censors within and outside the in-dustry.

dustry.

Film opened strongly with a first day's take of close to \$3,000.

'Indecent' Wave Feared

'Indecent' Wave Feared Albany, June 30.
If "The Moon Is Blue" receives "widespread distribution and financial patronage," appearing as it does in "defiance" of the Motion Picture Production Code, "every unscrupulous element in Hollywood will throw off all restraint and begin to glut the market with indecent films." So declared the Evancilist of this lives the state of the state o begin to glut the market with inde-cent films." So declared the Evan-gelist, official weekly of the Albany Catholic Diocese, in an editorial last Friday (26). Commenting that "morality demands the movies be protected" and "good business de-mands every effort be continued to raise the tone of the cinema and to offer a product that decent people secking lawful recreation will pur-chase," the Catholic paper insisted, "wholehearted cooperation in voicing a united protest against the ing a united protest against the ex-hibition of 'The Moon Is Blue' is imperative."

Pix Unions Seek

Continued from page 5

employee pension systems. Companies contribute the complete cost of both plans. Operation at hoth Loew's and 20th includes all employees, top excess as well as minor staffers, union as well as non-union help. However, in cases non-informers, however, in cases where the company contributes to a jointly operated union-company welfare fund, such as is maintained by the Projectionists Union, Local ny the Projectionists Union, Local 306, the employees eligible under this arrangement do not benefit from the company-sponsored plan. Filmeries, it's noted, have lagged far behind other industries, in pro-

viding retirement benefits for emplayees. While company insurance plans are standard in most outfits, plans are standard in most outlits, a pension plan is the exception. Motion Picture Assn. of America has been thinking about a pension system for its staffers, but obvi-ously can't get the greenlight until

U. S. Maps Features

Continued from page 3.

endanger the foreign audiences' complete trust in our pictures as being absolutely free of propaganda. Therein lies part of our great strength and appeal."

Yesterday's discussions were strictly preliminary since, whatever Cowdin's final plans—distribution or otherwise—he'll have to submit them to the prexies for decision anyway.

rision anyway. Interesting angle is that the idea of feature production for the State
Department was suggested last
year by Herbert Edwards, then
chief of the motion picture branch,
before a Senate committee. Edwards pointed out that the Ruspropaganda theatricals which pre-tend to tell a story but actually plug the Red line in native terms.

Hazen-Wallis

Continued from page 3 ==

"About Mrs. Leslie," starring Shir-ley Booth, in October but that proj-ect is now problematic. Also uncer-rain is the status of the company's contracts with Miss Booth, Dean, Martin, Jerry Lewis, Burt Lancas-ter and Corinne Calvet. Paets can be assigned to the pards as indi-viduals.

viduals.

Dissolution of the parinership meant the dropping of six members of the staff. They are Jack Saper, general production manager; Paul Nathan, story editor and talent director; Warren Low, executive editor; Walter Seltzer, pub-ad director; Irene Lee, eastern story and talent rep, and William Shelpark, N. Y. compiroller.

Md. Drive-In Balked

Annapolis, Md., June 30.
Durkee chain's plans to erect a drive-in theatre have been thwarted by Circuit Judge James Clark.
Jurist agreed with residents of an area seven miles southwest of

Preminger Renews Attack
San Francisco, June 30, here, who fought against the house
Treing in with the bow at the on grounds that zoning laws were
United Artists Theatre here of being violated. Contractors had
"The Moon Is Blue," press confer- begun work on the theatre when
ence was called here by Otto local officials gave their okay.

'Robe' to Be Continuous at N.Y. Roxy; No Stage Show

"The Robe," first of 20th-Fox's CinemaScope releases, will be shown on a continuous performance policy when it preems at the Roxy Theatre, N. Y., on or about Aug. 26, it's understood.

Aug. 26, it's understood.

Although no definite decision has been made, current plans call for elimination of the Roxy stage show during the "Robe" run. Pix was previewed by the 20th brass on the Coast last week.

Charles Einfeld, 20th ad-pub

Charles Einfeld, 20th ad-proper, said on returning from t studio that "The Robe" would get the highest promotional budge. in 20th history. National sales policy for the pic will be formulated in N. Y. later this week with the return from the Coast of Al Lichtman, 20th director of sales.

Skouras Readies

- Continued from page 5

coverage with mixed reactions, ranging from rave comments. In the Times, which asserted Cinema-Scope had passed all the tests, to the thumbsdown in the Daily Mirror, which said it wasn't good enough as an answer to TV.

enough as an answer to TV.

The Daily Express reckoned the novelty wore off after five minutes but the Daily Mail story was headlined "Hollywood presents its biggest illusion." Trade reaction was generally favorable and exhibs at the demonstration considered the system preferable to others requiring Polaroid viewers.

Studio is continuing demonstra-

Studio is continuing demonstra-tions indefinitely in its private theatre which has been converted, and is accepting orders on first-come-first-served basis with prices, ranging from \$8,000 to \$12,000.

Exhib Angels

Continued from page 7 =

film. The question, according to tradesters, is can they sell it? On the basis of the saturation bookthe basis of the saturation book-ing, and promise of cooperation from almost every big chain in the country, it's optimistically believed that the production cost can be almost recouped from the first detection. dates.

dates.
Exhib leaders of the production company have been working closely with Metro sales force in lining up dates. There was no problem of course; in arranging for good dates and prime playing time in their own houses. In areas where two backers operated houses, amicable arrangements were made. In certain territories, the picture was offered for bidding.

certain iterritories, the picture was offered for bidding.

Bookings in four key cities are still unresolved. These include New York, Philadelphia, Chicago and Los Angeles. The Rivoli and Astor are possibilities for N. Y. Filmed in cooperation with the Council of Living Theatre, which will receive 25% of the profits, "Main St." will be backed by a hefty bally campaign. Since objective of the Council is to build up the living theatre, particularly on the road, legit names will take to the road to plug the film. In addition, special events will be held in the 23 theatre subscription cities.

Among exhibs involved in "Main St." are Fred Schwart St." are Fred Schwartz, Century circuit; M. A. Lightman, Malco Theatres; Sam Pinanski, American Theatres; S. H. (Si) Fablan, Stanley Warner and Fablan circuits and Frank Walker, Comerford chain chain.

Lincoln-Mercury

Continued from page 7

sponse indicated the experiment

sponse indicated the experiment was unsuccessful.

Pixites, while taking the Sullivan decision philosophically, never theless were doing a burn over implication that the TV public just wasn't interested in the trailerized presentations from forther on ning productions. Some declared pointedly that, if Sullivan himself had chucked the previews, it was odd that he was dropping the project so suddenly, instead of tapering it off. He even advertised a couple of "coming altractions," which now aren't going to go on.

Film industry execs agree that the Sullivan ticup was weighted in their favor, even though they say that the clips were a strong draw-

ing card also for "Toast." Within recent weeks, filmeries in N. Y. had been pressured by Coast producers to get their pix on the Sullivan show. Exhibs, instead of kicking, came through in praise of the previews, which, they said, were bringing people into the

were firming people with eatres.

Feeling is that film company cooperation with Sullivan will continue anyway. Charles Einfeld,
20th-Fox ad-pub topper who returned to N. Y. from the Coast
Friday (26), said he was certain
20th wouldn't drop its "Toast"
ties. "We have a long-term arrangement with Sullivan and I am
convinced we'll eventually find a
format of presentation that will
please both him and his sponsor,"
Einfeld opined. Einfeld opined.

Sullivan had been skedded to discuss this matter, and a possible Spyros P. Skouras profile on "Toast," with Einfeld and Harry Brandt, 20th studio ad-pub head, last Wednesday (24), but had to bow out of the engagement. Sullivan, currently vacationing, is due back on "Toast" July 26.

While the Sullivan

back on "Toast" July 26.

While the Sullivan show un"Toasted" its Hollywood alliance,
the new Jack Paar show, "Bank on
the Stars," also a CBS coast-tocoaster, is more dominantly tied
in with the picture business. Ken
Friede is executive producer of
this Masterson, Reddy & Nelson
package, Friede, like Sullivan, has
show biz concept of carefully integrated scenes, as part of the
Paar Saturday nighter.

Vidpix Yen

Continued from page 3 =

planning an invasion of the the atrical market, but feel there's coin to be made with careful plancoin to be made with careful plan-ning and selection. The film short-age, they note, will not be catas-trophic, with exhibs, foreign or otherwise, accepting every telepix offered. It'll have to be clicko-product with hefty picture name

Latter is especially important in Latter is especially important in countries where there's a language barrier. Patrons in these countries still go for star names, and if a vidpix producer can offer top personalities, his chances for making a sale, it's noted, will be considerably increased. Such pix names, as Charles, Boyer, Ranald, Colman Charles Boyer, Ronald Colman and Ann Sheridan already have appeared in half-hour telepix, and it's these type of films that are re-garded as especially marketable.

garded as especially marketable. Some vidpix packagers, currently planning product, are keeping the theatrical aspects in the back of their minds. Bernard L. Schubert, although launching a telepix Topper' series, plans foreign theatrical release following domestic TV distribution. Film starts shooting Aug. 10 at the Sam Goldwyn Studio with Ann Jeffries, Robert Sterling, Leo G. Carroll and Lee Patrick in the top roles. Schubert Patrick in the top roles. Schubert feels it's worth a try on an experimental basis "to see what's what."

He believes distribution can be handled adequately by indie distribution can be a see that the seed of t tribs abroad.

Previously, effort to assemble four Lucille Ball-Desi Arnaz. "I Love Lucy" films into a full-length theatrical picture was dropped, when the team decided to make a picture for Metro. Similarly, NBCs' lides of a sufficient sufficient with the sufficient picture for Metro. Similarly, NBCs:
idea of putting together the highlights of the Colgate Comedy
Hour collapsed when Abe Lastfogel, who repped most of the talent on the show, nixed the plan.

Indie Producers

Continued from page 5 =

idea was first proposed by SIMPP prexy Ellis G. Arnall, John G. McCarthy, former v.p. in charge of the MPAA's international division, was prominently mentioned day a possibility. However, Arnall said later SIMPP couldn't afford him. SIMPP foreign affairs, so far, have been handled by Arnall and James Mulvey, Goldwyn Productions prevy

Ferrer, Hepburn May Do Three Legiters As Films

Hollywood, June 30.

Hollywood, June 30.

Jose Ferrer and Katharine Hep-burn will do an independent film version of Shakespeare's "Taming of the Shrew" early next year, with discussions also going on for the pair to team on another two legit properties. Miss Hepburn may play the wife role in the film version of "The Shrike," which Ferrer pro-duced, directed and starred in on Broadway, and to which he holds Broadway, and to which he holds film rights. Ferrer may also join Miss Hepburn in "Millionairess." nim rights. Ferrer may also join miss Hepburn in "Millionairess." Both latter deals are still only in the talking stage.

Ferrer reports in August to Stanley Kramer at Columbia for "Caine Mutiny."

Rooney as Clown

Hollywood, June 30.

Mickey Rooney will play one of
the four clown roles in Columbias
3-D version of De Vallon Scott's
circus story, "Clowns With Baggy
Pants," exec producer Jerry Wald
announced. Others will also be
star names.

star names.

Most of the top clowns in the country will be tested for supportin the film. scheduled to go into production in

Shorts, Reels Hit

= Continued from page 5

Continued from page 5

Coast on another musical subject in 3-D, this one featuring Toni Arden and Carlos Molinas orch. U is also handling the first Walter Lantz Technicolor 3-D cartoon, "Hypnotic Hick," and expects to have more from the same source. U was the first company to lens its newsreel with a view to wide-screen treatment.

"We don't know how far this 3-D will go, and so we don't want to sink a lot of money into our stereo shorts," Irving Sochin, U shorts sales head, said in N. Y. Monday (29). He confirmed that U is asking special terms for its 3-D subjects.

is asking special terms for its 3-D subjects.

Paramount says it'll have a 3-D Popeye in TC ready for release in October, the reel to be handled as a "special."

"The number of shorts to be made in 3-D will depend upon exhibitor and public acceptance of 3-D," according to the Par announcement which set 60 one-reelers for 1953-54.

"RKO lineup included Disney's "Melody" 3-Der now in release and "Motor Rhythm," a 3-D subject produced by RKO Pathe. Warner Bros. is expected to make stereo shorts when production at its cartoon studio at the Coast is resumed. Columbia has a "3 Stooges" 3-D reeler in release and another, "Pardon My Backfire," coming up. Newsreels are all adjusting their photography to permit widescreening. Lensing the news in 3-D is seen impractical at this moment, due to bulkiness of the equipment.

McDonnell Exits

Continued from page 3 =

president Eric A. Johnston, Mc-Donnell, it's understood, has gone through formal motions of re-Donnell, it's understood, has gone through formal motions of requesting the bowout as a preliminary to taking a job at the request of President Eisenhower.

McDonnell presumably will align himself with U. S. State Dept. operations in Tokyo. He has been intimately acquainted with the Far East over the years.

MPAA has yet to take action on McDonnell's requested ankling but this apparently will be forthcom-

in addition to the Eisenhower bid, a factor influencing his departure from the pic trade, it's said, is the MPAA budgetary limitation.

Rossen Back

Continued from page 3; 1949, and "The Brave Bulls," both

Rossen has been given a clean bill of political health by close ob-servers of the House group's proservers of the House group's proceedings in past, George Sokolsky, Hearst columnist, who has been in the same camp with outfits such as the American Legion, stated yesterday (Tues.) that "Rossen is 100% all right. His testimony was the best given. There's nothing wrong with Rossen."

THE SCREEN'S TWO BIGGEST ATTRACTIONS

in one smash musical!

JANE MARILYN
RUSSELL: MONROE
in HOWARD HAWKS'

"Gentlemen "Gentlemen Pereferdes" Pereferdes TECHNICOLOR

CHARLES COBURN

Produced by Directed by SOL C. SIEGEL • HOWARD HAWKS Screen play by CHARLES LEDERER

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

Clips From Film Row

NEW YORK

Ab Weisbord, Metro's associate art director, designed format for Motion Picture Assn. of America's 36-page annual report.

Archie Cohen upped from salesman to branch manager of WB Montreal exchange.

Prize winners in Republic's district managers bonus drive, announced by sales topper C. Bruce Newberry, were Jack Flax, metropolitan district; Sam Seplowin, eastern district; Ken Weldon, midwestern district; Ken Weldon, midwestern district, and Jack Partin, western district. These first-place winners get a trip to Hollywood.

CHICAGO

World Playhouse booked "Seven Deadly Sins" for July 11.
Loring V. Sittler, assistant to Jamies Coston, in hospital after heart attack,
Eleanor Lebovitz joined staff of IFE, Jast week.
"Return to Paradise" into State-Lake on July 23 extended-run,
Alamo Theatre case set for Jan.
4, 1954, by Judge Samuel Perry,
Colonial Theatre, Astoria, Ill.,
and Kendall of Farmer City closing for summer.
Jack Rose named chairman of amusements division of Combined
Jewish Appeal. Emmanuel Smer-

amusements division of Combined Jewish Appeal. Emmanuel Smerling, of Confection Cabinets Corp., named vice-chairman of trades, industries and professions group. Chief Barker Johnny Jones received plaque on behalf of Variety Club from La Rabida Sanitarium in appreciation for \$300,000 the club raised for La Rabida in last 10 years.

MINNEAPOLIS

After losing out on subsequent-run preceleases of "Andersen," "Salone" and "Peter Pan," United Paramount Theatres grabbed off "Moulin Rouge" on competitive bids for its ace nabe Uptown, get-ting it away from indie St. Louis Park.

W. R. Frank, producer-circuit owner, discharged from Northwesthospital after a lengthy illness During past several months downtown theatres have held at

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short.

The 7-Hi Drivein again this summer being turned over to Grace Presbyterian church for Sunday morning outdoor services.

Harry Sears, transferred from Chicago, new Metro exploiter here, replacing Tom Leftcher who resigned to go with WMIN-TV.

As a bally, Metro's Irving, Fuldauer and Paramount circuit's Ev. Seibel leased a streetcar and covered it with "Arena" banners and other ad motter, running it over all the Minneapolis and St. Paul other ad motter, running it over all the Minneapolis and St. Paul

all the Minneapolis and St. Paul lines.

Frank N. Phelps, for many years in charge of Warner Bros. Theatres labor relations, who died recently, at one time managed two Mort Singer Orpheum theatres here. Owners of Arion, local neighborhood house recently relinquished by Paramount circuit, readying it for reopening.

North Central Allied continuing to prod territory's exhibitors to keep up fight to knock out federal 20% admission tax, pleading with them not to become discouraged by "temporary" adverse developments.

PHILADELPHIA

PHILADELPHIA

Herman Scott took over the Academy Theatre.

Bill Doyle, former salesman for Republic Pictures, is new city salesman for United Artists, replacing Stanjey Kositsky, who was named manager of company's Buffalo, exchange.

Bob. Hanover received list of 10 additional Paramount Theatres to survey for installation of his new farge-screen Photorama.

Mcivin Fox and Neil Hellman launched Roosevelt Drive-In near Langhorne, June 26 with a Hollywood opening.

MacDonald Carey in town to help plug opening of "Hannah Lee," which bowed at Fox June 26, and to visit in-laws on Main Line. Film version of "The Moon is Blue" got green light from State Censor Mrs. Edna R. Carroll despite Legion of Decency nix.

Bob Hanover made overnight installation of his large-screen Photorama process in Penn-Paramount Theatre. Wilkes-Barre, Pa., for opening of "Beast from 20,000 Fathoms" which started June 25.

PITTSBURGH

City's biggest nabe, the Enright, with nearly 4,000 seats, closed recently, for first time since house opened 25 years ago. Stanley Warner executives decided to shutter rather than keep on absorbing heavy losses theatre has been having of late. Chain has two other houses in that area, Regent and Sheridan Square. Enright was named after Thomas F. Enright,

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JAY BONAFIELD,

Executive Vice Pres., RKO-Pathé, Inc., says:

"We have never settled for less than the best. We use Pathé Labs.



"When it comes to film laboratory services we have never settled for anything less than the best in skill and dependability. Consequently, we have never settled for less than Pathé Laboratories."

RKO-Pathe's varied product includes the best in theatrical' and industrial shorts, 'as well as such specials as OPERATION A-BOMB and its HLANYWEIGHT. FIGIRE PICTURE L.



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first Pittsburgh soldier to lose his life in the first world war.

Bob Knetton, contact manager for Stanley Warner circuit who came down from Cleveland a year ago when that zone was absorbed by the Pittsburgh office, resigned and bought a home in Connecticut. No successor named yet.

No successor named yet.

Model Theatre in Lawrenceville district, under lease to Warners for 22 years, sold by Mrs. Anna Rosen and A. Joseph and remodeled into a store. House was not in operation for more than two years

two years.

Floyd Klingensmith, Columbia salesman, elected president of newly-organized Hilltop Amus. Corp., which recently purchased Sunset View Drive-In.

Ernest (Bunny) Lieberman did not renew his lease on the Smith Theatre in Barnesboro, and Vernon Amus. Co., owner of the Vernon there, has taken over the house.

Roger Barr, who was with the Manos organization, is assisting Bernard Buchheit in the management of the latter's new Rustic Drive-In on Greensburg-Mt. Pleasant Road.

Emile J. Ouellette resigned as manager of the Adams in Canton. He had been associated with the house since 1939.

Alvin Seiler, owner of the Vox in Ligonier, also leased the Ligon-ier Theatre, formerly operated by Clayde S. Waugaman, from Alex Alovie

Jimmy Nash, Jr., for several seasons manager of the Wexford Starlite Drive-In, in which his father has an interest, has gone with National Screen.

ST. LOUIS

Windstorms that swept through Illinois last week severely damaged ozoners, Curtis Dowen's drive-in between McLeansboro and Benton being hardest hit. Russell C. More shuttered his Prairie, Prairie du Rocher, Ill., for indefinite period.

indefinite period.

Kerasotes Theatres, headed by Gus Kerasotes, Springfield, Ill., lighted new ozoner between Havana and Rantoul, Ill.

Ben Barney succeeded Howard Myers as manager of Valentine, Macon, Mo.

Macon, Mo.
More than 80 houses in St. Louis trade area equipped for 3-D film

showings.

The Lovington, Lovington, Ill., owned by Arthur Diller, shuttered for summer.

owned by Arthur Diller, shuttered for summer.
Roy Adrian acquired the Rickey, Mattoon, Ill., at bankruptey, sale. House formerly was operated by Walter and J. Mullaney, former have recently been killed in Korea.
A.T. Wohlert relighted his Main. Altamount, Ill. House was dark for almost a year.

LOS ANGELES

Universal will release "Ring Around the Clock," Italian produc-tion with English subtitles. Mike Frankovich closed a deal with RKO for release of "De-cameron Nights," made in Spain with Joan Fontaine and Louis Jourdan started.

KANSAS CITY

Paramount will have three days of personals to plug 'Let's Do It Again" opening July 2. Aldo Ray, Mona Knox and Rose Marie Bowie due in from Coast to do p.a.s.
Dickinson opened its new Leamood Drive-In south of town Friday (26) with hoopla including washing-machine giveaway and prizes. Third major ozoner to open here recently.

PORTLAND, ORE.

PORTLAND, ORE.

(Continued from page 8)

300. Last week, "Beast From 20.

700 Fathoms" (WB), \$8,300.

Mayfair (Evergreen) (1,500; 6590)—"Raiders Seven Seas" (UA)
And "Phantom From Space" (Indie). Fine \$5,500. Last week, "Jack
McCall, Desperado" (Col) and
"Prince of Pirates" (Col). \$4,000.

Oriental (Evergreen) (2,000; 6590)—"Farmer Takes Wife" (20th)And "Man on Tightrope" (20th).
So-so \$2,500. Last week, "Scared
Stiff" (Par) and "The Vanquished"
(Par) (2d wk), \$2,900.

Orpheum (Evergreen) (1,750; 6590)—"Farmer Takes Wife" (20th)
and "Man on Tightrope" (20th).
Good \$6,500 or over, Last week,
"Scared Stiff" (Par) and "Vanquished" (Par) (2d wk), \$6,800.

Paramount (Evergreen) (3,400;
Paramount (Evergreen) (3,4

Picture Grosses

PHILADELPHIA

PHILADELPHIA

(Continued from page 8)

Last week, "Take Me to Town"
(U), \$11,000.
Goldman (Goldman) (1,200; 50-99)—"Raiders of Seven Seas" (UA).
Good \$10,000. Last week, "Pony Express" (Par), \$13,000.
Mastbaum (SW) (4,360; 90-\$1.25)
—"Shane" (Par) (5th wk). Off to \$11,000. Last week, nice \$17,000.
Midtown (Goldman) (1,000; 90-\$1.30)—"Story of Three Loves" (M-G) (4th wk). Fine \$9,000. Last week, \$11,000.
Randolph (Goldman) (2,500; 99-\$1.30)—"Came from Outer Space" (U). Smash \$29,000. Last week, "Fort Ti" (Col) (2d wk), \$14,000.
Stanley (SW) (2,900; 50-99)—"Beast From 20,000 Fathoms" (WB). Fast \$17,000. Last week, "South Sea Woman" (WB) (2d wk), \$9,000.
Stanton (SW) (1,473: 50-99)—

\$9,000. Stanton (SW) (1,473; 50-99). "Maze" (AA). Fat \$10,000 or near. Last week, "Loose in London" (AA) and "Count the Hours" (RKO), \$6,500. Trans-Lux (T-L) (500; 90-\$1.50). "Moulin Rouge" (UA) (16th wk). Big \$8,000. Last week, \$8,300.

DETROIT

Continued from page 9)
Fathoms" (WB) and "Marksman" (Lip), \$24,000.

Madison (UD) (1,900; 70-95)—
"Beast from 20,000 Fathoms" (WB) and "Marksman" (Lip) m.o. from Palms). Fair \$9,000. Last week, "Fort Apache" (RKO) and "Blood on Moon" (RKO) (reissues), \$6,500.

United Artists (UA) (1,938; 70-95)—"Farmer Takes Wife" (20th) and "Son Belle Starr" (AA). Oke \$11,000. Last week, "Scandal at Scourie" (M-G) and "Remains To Be Seen" (M-G), \$9,200.

Adams (Balaban) (1,700; 95-\$1.20)—"Arena" (M-G). Good \$11,000. Last week, "Girl Had Everything" (M-G), \$5,000.

Broadway-Capitol (Korman) (3,500; 70-95)—"Glory Brigade" (20th) and "Powder River" (20th). Oke \$13,000. Last week, "Girl Noke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) and "Powder River" (20th). Oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000. Last week, "Golumn (2,500; 70-95)—"Glory Brigade" (20th) oke \$13,000.

Broadway-Capitol (Korman) (3,-500; 70-95). "Glory Brigade" (20th) and "Powder River" (20th). Oke \$13,000. Last week "Column South" (U) and "Outpost in Malaya" (UA), \$10,000.

Music Hall (Cinerama Productions) (1,236; \$1.40-\$2.80).—"Cinerama" (Indie) (15th wk). Smash \$27,500. Last week, \$27,700.

DENVER

(Continued from page 9)

(Continued from page 9)
die). Good \$7.000. Last week,
"Column South" (U) and "Black
Narcissus" (U) (reissues), \$5.500.
"Beast From 20,000 Fathoms'
(WB) and "Rebel City" (AA) (2d
wk). Off to \$6,000. Last week,
big \$14,500.
Paramount (Wolfberg) (2,200; 5085) — "Snows of Killmanjaro"
(20th) and "Dalton Women" (Indie). Neat \$10,000. Last week,
"Column South" (U) and "Black
Narcissus" (U) (reissue), \$11,500.
Tabor (Fox) (1,967; 50-85) — Son
of Belle Starr" (AA) and "Cow
Country" (AA). Poor \$4,500. Last
week, "Woman They Almost
Lynched" (Rep) and "Perilous
Journey" (Rep), \$6,000.
Valley Drive-In (Wolfberg) (1,000
cars; 85)— "Snows of Killmanjaro"
(20th) and "Dalton Women" (Indie). Good \$7,000 or over. Last
week, "Column South" (U) and
"Black Narcissus" (U) (reissue),
\$5,500.
Vogue (Pike) (442; 80-\$1.20) —

Fig. 7. Arctissus" (U) (teissue), \$5.500.

Vogue (Pike) (442; 80-\$1.20) —
"Queen Is Crowned" (U) (3d wk).
Down to \$2,000. Last week, big \$5.000.

\$5.000.

Webber (Fox) (750; 50-85)—
"Son Belle Stair" (AA) and "Cow
Country" (AA). Lean \$2,500. Last
week, "Woman Almost Lynched"
(Rep) and "Perilous Journey"
(Rep), \$3,000.

Peter Pan' Tall \$24,000. Toronto; 'Titanic' 14G

Toronto, June 30. Heat wave is hurting biz gener-Heat wave is nurring biz generally but "Peter Pan" is smash at Imperial with six-stint grind. On newcomers, "Titanic" is in second place to hefty returns while "Man on Tightrope" so-so at two houses. Of holdovers, "Francis Covers Big Town" is okay in second Uptown week.

Estimates for This Week Estimates for This Week Crest, Downtown, Glendale, State (Taylor) (863; 1,059; 955; 698; 35-60)—"Rogue's March" (M-G), and "Code Two" (M-G). Oke \$15.000. Last week, "Column South" (U) and "Glass Wall" (U),

and Code Two Wil-G. ORE \$15.000. Last week, "Column South" (U) and "Glass Wall" (U), \$14.000.

Eglinton, University (FP) (1.080: 1.556; 40-75)—"Man on Tightrope" (20th). So-so \$9.000. Last week, "Blue Gardenia" (WB), same. Hyland (Rank) (1.350; 50-85)—"Moulin Rouge" (UA) (8th wk), Nice \$6.000. Last week, near-capacity \$9.000.

Imperial (FP) (3,373; 40-75)—"Peter Pan" (RKO). Smash \$24.000. Last week, "Pony Express" (Par), \$9.000.

Loew's (Loew) (2,096; 40-75)—"Never Let Me GO" (M-G) (2d wk). Holding at good \$13,000. Last week, \$17,500.

Odeon (Rank) (2,390; 50-90)—"Titanic" (20th). Big \$14,000. Last week, "(U) (3d wk), \$15,000.

Shea's (FP) (2,386; 40-75)—"Light Silvery Moon" (WB) (2d wk). Fair \$7,000. Last week, \$10,000.

Uptown (Loew) (2,743; 40-75)—"Francis Covers Big Town" (U) (2d wk). Oke \$6,000. Last week, \$9,500.

Caesar' to Get Two-A-Day Exhib in Hub, Chicago

Exhib in Hub, Unicago
Based on a successful launching
of "Julius Caesar" in New York
on a two-a-day policy, Metro is
setting up a similar pattern for
engagements in other cities.
Two additional openings are
planned for late August, with Chicago and Boston slated to receive
the picture. Like New York, where
"Caesar" is playing the Booth "Caesar" is playing the Booth Theatre, a Shubert house, film will be set up in Shubert legit theatres in both Chi and Boston.

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New York Theatres

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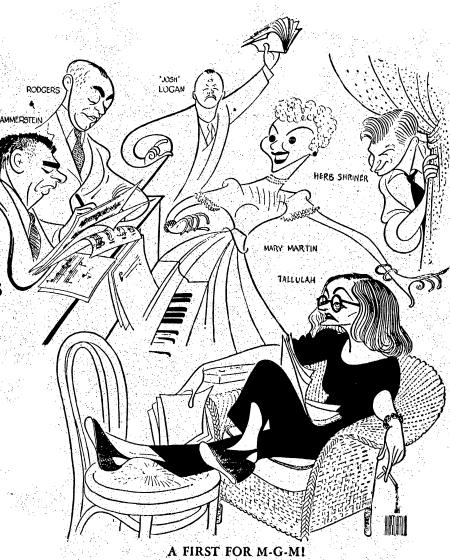


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For the first time in its history Theatre Arts Magazine devotes its cover. (the cover art is shown above) and nine inside pages to a motion picture. It's "MAIN STREET TO BROADWAY," soon to electrify all show business!

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M-G-M's Dramatic Love Story of Show Business With Famed Stars Playing True-Life Roles!

"MAIN STREET TO BROADWAY"

TALLULAH BANKHEAD ETHEL BARRYMORE LIONEL BARRYMORE GERTRUDE BERG SHIRLEY BOOTH LOUIS CALHERN LEO DUROCHER FAYE EMERSON

OSCAR HAMMERSTEIN II

REX HARRISON

HELEN HAYES JOSHUA LOGAN MARY MARTIN AGNES MOOREHEAD LILLI PALMER RICHARD RODGERS HERB SHRINER JOHN VAN DRUTEN CORNEL WILDE with TOM MORTON • MARY MURPHY

Screen Play by SAMSON RAPHAELSON . Story by ROBERT E. SHERWOOD . Directed by TAY GARNETT

Producers Rush To Defense Of Repeats as 'Lifeblood' of Industry | Production was resumed last week on Ziv TV's "Cisco Kid" | series, with Duncan Renaldo, the

entered the "summer repeat" con-troversy with declarations that re-peats and residuals are the "life-blood" of the vidpix industry and that any attempt to eliminate them would prove harmful not only to the producers and net-works but to the stations them-

Producers' arguments in favor of repeats broke down this way:

of repeats broke down this way:

(1) Under present listening patterns, it's impossible, even in single-station markets, for everyone to have caught a show its first time around, and in the case of large number of programs, chances are that most of the audiences will be unduplicated.

ne ununpucated.

(2) Present advertising budgets are so constituted that the sponsor only pays part of the production cost of a film, with producer depending on repeats and residuals to get him off the nut and into the black.

(3) With present mounting.

and into the black.

(3) With present mounting costs, advertisers are carefully nursing their budgets, and elimination of repeats and residuals would mean either poorer production quality or fewer sponsored shows, with the stations burt in both instances.

(4) Ratingwise, the summer re-peats are holding up well in com-parison to wintertime originals.

parison to wintertime originals.

(5) Most repeats are over a year old, and some of the very stations who have been protesting the summer repeats have bought syndicated reruns on their own that are just a year old.

Jack Gross' Defense

Jack Gross' Defense

Jack Gross, topper of GrossKrasne Productions, in N. Y. last
week for production meetings
with Lever Bros. on "Big Town,"
points out that in the case of practically all network filmed shows,
sponsor only pays part of the nutin the case of "Big Town," Lever
puts up about \$13,000 out of the
\$20,000 per show production cost,
with reruns and residuals getting
the producer in the black.
"If all the stations were to ban

with reruns and residuals getting the producer in the black.

"If all the stations were to ban repeats," says Gross, "the sponsors would still keep the same budgets in effect, and one of two things would happen. Either they dinsist on the same number of shows, in which case we'd have to turn out the show at the figure the advertiser pays us, or the advertiser would cut down on the number of films. In either case, the station will suffer, in the former case, he'd have poor product—you can't turn out a \$20,000 film for \$13,000 and not suffer in quality, or in the latter, he'd get less compensation from the networks because the sponsored show would be on only 26 weeks instead of 52 weeks. This business of repeats works both ways, you know."

Guedel's 3 In Top 10

John Guedel, who turns out "You Bet Your Life," the Groucho Marx quiz which has set the pattern for summer repeats on both radio and TV, points out that last summer, he had three shows in the Top 10, ratingwise, and all of them were repeats. They were the TV antl AM versions of "Life," and "People Are Funny" on AM, In (Continued on page 34)

TV Proving Aid To

with the number expected to jump

that re-ie "life. Screen Gems' 50G Backlog Of 'Ford Theatre' Vidpix

Hollywood, June 30.

A record backlog of 25 scripts repping an investment of approximately \$50,000 has been prepared by Screen Gems for its new "Ford Theatre" scries of 39 vidpix.

Columbia telepix subsid buys most of its original material from the slicks, avoiding public domain where a good many video producers find their pickings.

Irving Starr is producer of the series, and second year has just gotten under way, with vidpix being canned for fall start.

Vidpix Syndication 'Monopoly Control' A Frankenstein?

Alan I, Post, prez of Post Films, Inc., N. Y., warned this week that "monopoly control is developing in vidfilm syndication that threatens, to become a film-buyer's Frankenstein." Post distributes a series of "Lum 'n' Abner" feature films, and "Scattergood Baines" feature films, starring Guy Kibbee, sold in over 35 TV markets, as well as some 400 titles in 16m film libraries syndicated to schools, churches and clubs.

cated to schools, churches and clubs.

He points out that large group-buying of vidfilms on the part of stations is forcing small distributors out of the field, with the prospect that "buyers will be at the mercy of those few large organizations remaining." He says that, if buyers wish a healthy competitive situation, they should give both large and small distributors a chance to offer their product, rather than restricting their deals to a small coterie of salesmen.

At least 50% of the new TV stations," he warns, "have already contracted for some 1,000 features in libraries which will take them a couple of years to run. Other syndicators won't have a chance." He points out, too, there is a danger in the tiein principle of group-buying, whereby "to get 10 films you want, you have to take 30 you don't want, or may not even be able to use."

Sy Weintraub to Coast

Sy Weintraub, veepee in charge of sales for Motion Pictures for Television, N. Y., planes to the Coast this week for a four-week

Coast this week for a lour-week stay there.

He said it was "very possible" he would scout around for additional feature films to be added to his company's present library of 1,000.

'Cisco' Rolls Again

lead, still in Cedars of Lebanon Hospital, where he's recovering from a broken neck suffered in an accident on location recently.

Leo Carrillo, Renaldo's series sidekick, and others in the cast worked, and Ziv plans fill-in shots with Renaldo when he's okay.

BEN FOX VEEPEESHIP IN ROLAND REED SETUP

Hollywood, June 30. Bernard (Ben) Fox, who joined the Roland Reed Productions, Inc., two months ago, has been named veepee of the Beverly

Fox affiliated with Reed for production and sale of two teleseries he created, "Waterfront," family situation adventure starring Pres-ton Foster, and "Men of Justice," ton Foster, and "Men of Justice," an anthology mystery series starring Gene Lockhart in the first play. Formerly assistant manager of programming and production for DuMont and WABD, N. Y., Fox left the net to form his own company, Fox Television Productions, which he maintains for creation and development of original tele shows.

velopment of original tele shows.

Pilot film of "Men of Justice" has just been completed, with the first "Waterfront" film due to be finished next week. Fox will plane to New York second week of July to talk over sale of the two shows with Ben Frye, general sales manager of United Television Programs, which has a new exclusive sales hookup with the Reed firm.

Ozzie Nelson Sets Own Vidpix Outfit

Hollywood, June 30. Ozzie Nelson has formed his own vidpix company and will shoot his ABC-TV telefilm series, "The Ad-ventures of Ozzie and Harriet," at General Service Studios beginning

Aug. 1.

Nelson, who also directs and costars in the series with his wife Harriet Hilliard, is prepping scripts for the new series which starts on ABC radio and tele Sept. 16.

Leo Pepin will rep ABC-TV as production supervisor on the vid-

King Sets UA Deal On Blinkey Distribution

Murray King, producer of the new telefilm series "Adventure of Blinkey," has signed with United Artists to distribute the merchan-dising show, product of Blinkey Productions, Inc. Show made debut last Monday (29) on WJAC-TV,

but last Monday (29) on WAAC-1, Johnstown, Pa.
Show has actor Michale Mann leading into marionette action staged by Sylvia Mercdith, Donald Somers and Michael Dietrich.

More Station Beefs on 'Repeats'

The cry from the one-station TV markets in the hinterlands over repeat of filmed video shows continued to mount last week. The protest was sparked by Walter Damm, the general factotum of Milwaukee's WTMJ, who squawked to the networks that audiences were beefing over the playbacks, now a familiar summer habit, when the clients ease off on expenditures and talent takes a biatus.

a hiatus.

Last week two additional major outlets took sides with Damn—WHAM-TV in Rochester, N. Y., and WNBR in Syracuse, both serving notice that, because of negative audience reaction, they want no part of network repeats within a year's span.

Initial feeling against the quick repeats was generated by the decision of CBS-TV last year to reprise the first 26 weeks of the "Amos 'n' Andy" vidfilm series before going into the second 26-week series. In defense of the practice, CBS-TV points to its rating records revealing that the shows copped a bigger audience the second time around. Subsequently, others have joined in the "twice within a year" repeat practice against which the stations are now beefing.

Ziv Plans Own \$2,500,000 H'wood Studio For Vidpix, Transcriptions

\$2,500,000.

Dennis Day to Film Still another comic is making the live-to-film transition. This time it's Dennis Day, whose Friday at 8 series on NBC-TV is sponsored by RCA.

Day returns under the same sponsorship auspices, same time, next season.

3-D Retooling No Aid in TV Famine; Pix Stay Scarce

of the pix industry for 3-D and widescreen films is not causing any undue jubilation among the film buyers for tele.

Feature film market for tele is rough, and will continue to be so for a long time while the Hollywood majors keep their recent releases in walfe.

for a long time while the Hollywood majors keep their recent releases in vaults.

Buyers for tele hold out little
hope that a complete switchover
to 3-D and widescreen will prompt
the pix makers to unload their
backlog of releases. The world
market, the buyers point out, will
still be a "flattie" outlet years after
the U. S. goes widened in many
dimensions, if it does. Besides, a
dumping will mean a depression of
prices. Release of the old flats, it's
believed, will be done gradually to
assure top coin.

The technical revolution in pix,
therefore, is not affecting the telepix market and is not apt to for
years. Problem right now for tele
stations is to assure the feeding
of the great demand in which any
one local station, having more
than 1,000 scheduled film slots to
be filled, requires about 400 new
releases annually to keep viewers

be filled, requires about 400 new releases annually to keep viewers (Continued on page 34)

Hollywood, June 30.

To solidify its production and distribution of films for TV and transcribed programs for radio, the Frederic Ziv Co. has ordered blueprints for its own studic in the Valley hard by Hollywood and earmarked a budget of around \$5,000,000 for the dual output over the next fiscal year. Site for its plant will embrace some 30 acres and cost approximately \$2,500,000.

Report Gordon, veepee in charge of production, has set the expanded operation in motion after a series of meetings in N. Y. with Ziv and John L. Sinn, preceded of Ziv Television. Construction of the new studio is expected to get under way late this year. Ziv lease on the California studio, present base of operations, has two and a half years to go.

One of the major picture studios, according to Gordon, has offered Ziv three sound stages under long lease, with the added incentive of giving Ziv distribution, rights to its old films should they be made available to TV. This overture was spurned because of Ziv's plans for its own studio.

Under the augmented production setup three control of production setup.

overture was spurned because of Ziv's plans for its own studio.

Under the augmented production setup, three new TV series will be launched, each in blocks of 39, and to aggregate a cost of \$3,000,000. One will be a situation comedy but the others have not yet been determined. All three will use star names from pictures, radio and TV. Radio budget will exceed last year's outlay by \$1,500,000 with two new series coming up in the fall to supplement the current schedule.

It is considered likely that Ziv will move his national headquarters here from Cincinnati after the plant is completed. Inasmuch as the bulk of the company's product originates here, the shipping will definitely be moved here. In addition to stages and other production facilities, the new studio will also have a laboratory for the development of new TV techniques.

More than 1,500 radio stations are now being serviced with Ziv radio and TV product. It's subsidiary, World Broadcasting, alone (Continued on page 34)

TV's 7-YearFeature Pix Itch

won't release their dammed-up hoards of feature films to TV stations for another seven years. Even hen, if 3-D has enhanced their eco-

Pix Art Directors

Television is a boon to the Society of Motion Picture Art Directors, with only about 10% of a 150 members, jobless, Exec Sector, Norman Lowenstein reports at about 30 members are work at mountain the production resulting in live television and viders in the first the manber said new agreement is into effect July 15 on such Lowenstein said new agreement is into effect July 15 on such Lowenstein said new agreement is into effect July 15 on such Lowenstein said new agreement is into effect July 15 on such Lowenstein said new agreement is into effect July 15 on such Lowenstein said new agreement is into effect July 15 on such Lowenstein said new agreement is into effect July 15 on such Lowenstein said new agreement in the man agent in the man agent this week, to launch "80 Plus" and scout fiew sites for Unity branch offices.

"As long as the major studios and the major studios are the point in the major studios are the point in the major studios are the point in the major at the point in the major at the point where they remain financially in the black, they will still put off selling to video for several years more.

That's the analysis of Arthur there will still put off selling to video for several years more.

That's the analysis of Arthur there is they will still put off selling to video for several years more.

That's the analysis of Arthur there is they will still put off selling to video for several years more.

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That's the analysis of Arthur there will still put off selling to video for several years more.

That's the analysis of A

sip and hunches," speculating on the imminent sale of films from Hollywood vaults, as so much moonshine. He said he recently, for example, offered David O. Selznick an advance of \$2,500,000 for TV release of the indie producer's 18. films, including such titles as "The Parradine Case" and "Spellbound." He told Selznick, "But you've got to work fast on the deal." Selznick replied, "You mean before the ceiling falls down? Before the majors let loose in TV, decreasing the present scarcity prices?"

Selznick's Nix

Mayers said they both then agreed this threat was "a false spectre whooped up by over-eager TV film distributors." Selznick nixed the deal anyway.

Mayers maintains that feature films for TV are "getting scarcer and scarcer," but he sees no way of easing the shortage. Such is the acute demand, he was able to sell

of easing the shortage. Such is the

wood indie producers, like S. P. Eagle, Hal Roach, Benedict Bo-geaus and David Selznick, have between them less than 100 pri-vately owned feature films. They will hold onto these A pictures, he believes, as long as they can keep reissuing them to exhibitors.

As for the major studios, he said it would be "senseless" for them to sell films to TV, as long as they have a financial interest in 25% of the 1st-run theatres in the U.S. He said, while he was ac-25% of the 1st-run theatres in the U. S. He said, while he was accustomed to grossing \$25,000 to \$40,000 per picture from a station in two years, or grossing \$24,000 runs in one year, a major is accustomed to thinking in terms of \$4,000,000.

"Even seven years from now, when the number of TV stations will have more than tripled" he said.

have more than tripled," he said, "economics of the TV market will make the majors hesitate about turning their back on the exhib-Lowenstein said new agreement goes into effect July 15 on such shows as "Lucy," which have basically the same sets but require weekly servicing calling for eminterview—this—week "And—light dard in "An Ideal Husband" and the red in the weekly servicing calling for eminterview—this—week "And—light dard in "An Ideal Husband" and TV stations, and all the new ones to big cities are already covered with listed in the 24th Psalm, according the red in "An Ideal Husband" and TV stations, and all the new ones to Seiferth. The "redigious continue turning their back on the exhibitions. This because most of the TV market will warious inter-faith religious group this "80 Plus" package—which in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according to the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according to the red in the red in the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according to the red in the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according to the red in the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according to the red in "Anna Karenina," Paulette God—big cities are already covered with listed in the 24th Psalm, according to the red in "An

Sets Deal for 177 Religioso Telepix

Jaeger & Jessen auver-agency, Chicago, reported this week that it is negotiating with Good News Productions, Chester Springs, Pa., to produce 177 re-ligious vidfilms, five, 10 and 15minutes long.

Agency's promotion director,
Joe Seiferth, formerly a producer
with the DuMont network and
Liberty Broadcasting Co. and
flack for WJZ, N. Y., said the
telepix would be sponsored nationally by clients of the agency life ally by clients of the agency, to National Assn. of Evangelicals, as

ANYTHING YOU CAN DO I CAN-'

Fortune's CBS Appraisal

The CBS echelon, it's known, is not too happy with an eightnage article, "CBS Steals The Show," which the July issue of
ortune mag is coming out with this weekend. It's not that the
siece is unflattering. (It says, for example, that, while RCA has
more "hardware" dollars, via its set manufacture output, CBS
has the "edge" in clever showmanship.) It's just that CBS toppers
would have preferred to wait another year for a comparison
outrait, by which time CBS move into tube and set manufacturing,
ita its June, 1951 merger with Hytron Radio & Electronics Corp.,
would have had time to develop into a venture more worth trumbeting about.

would have man time to according about.

The CBS execs also quibble with some glaring inaccuracies. For instance, the article says RCA in 1952 made a record "\$32 million profit on \$690 million sales vs. CBS' \$64 million on \$251 million of sales." Actually, CBS' profit should have read \$64.

million.

Article details the growth of CBS from its early days to its present major status under prexy Frank Stanton's regime as a serious rival to the RCA-NBC dynasty, summing up: "Considering what his network has done against mighty RCA in radio and TV broadcasting, maybe Bill Paley can afford to lose the battle for color. But he still won't admit he has lost it."

American Council for Better B'casts Formed to Elevate AM-TV Standards

Minneapolis, June 30.
Organized here by delegates from all parts of the nation, the American Council for Better Broadcasts announced that its aim will be to raise radio and TV programming standards through a network of local listening committees.

The organization was brought into being and the meeting called by a group of prominent university and club women, Official delegates from 17 national organizations and interested individuals representing 30 states participated in the initial conference. Miss Leslie Spence, Madison, Wis., civic and social worker, was elected president.

Although local radio listening

Although local radio listening roups have operated for several ears in Wisconsin, Illinois and fassachusetts, this represented the rst attempt to organize TV and

first attempt to organize TV and radio listeners on a national scale, Miss Spence revealed.

Listening and viewing groups will be set up in communities throughout the U. S. and they will report on all phases of broadcast programs, writing directly to local and national sponsors and to the local stations managements, Miss Spence announced.

booklets and helps for evalua-of programs," she said, Pro-

Nearly Everybody At Mutual a Veep

Roster of Mutual Broadcasting of General Teleradio veepees is tiling more like NBC-CBS every. Latest two to get their stripes is their stripes of their stripes and Bert Hauser, to just two months ago were used to department heads when to their crop of v.p.'s were created. Rice, who was then named rector of program development, now v.p. in charge of programs alle Hauser, whose co-op departations. Hauser, whose co-op depart

s, is now v.p. in charge of co-op-opramming.

Appointments, made by Mutual v.y Tom O'Neil, create some con-tion in the programming setup, here Julius F. Seebach, Jr., is prop. He now takes the title in charge of program op-s and production, while Rice ably will continue in a cre-nd development post.

ored in selected markets by

Kool Buys TV 'Irma'

"My Friend Irma," CBS-TV situation comedy package cancelled by R. J. Reynolds, has been bought by Brown & Williamson for Kool

by Brown & Williamson for Kool cigarets for the fall.

Show will be slotted in the Fridays at 10 p.m. time, replacing "Mr, and Mrs. North," which has been dropped by Colgate.

CBS-TV Pits Autry Vs. Berle & Bishop; Change A&A Plan

CBS-TV has changed its mind about giving network time to its owned and operated stations to run the "Amos 'n' Andy" telefilms the web's Film Sales had sold to the o & os. Plan was to run A & A opposite Milton Berle and Bishop Sheen at 8 p. m. Tuesdays.

Instead the net has persuaded Wrigley to shift the Gene Autry Show from Sundays at 7 p. m. to Tuesdays at 8. The telefilm horse opera goes into its new time on July 14. Reasoning was that Autry had a limited number of stations anyway, which is all that's available opposite Berle and the Bishop, and that the cowboyer might attract some of the kid audience away from Berle.

Web reportedly was eager to clear the Sunday at 7 time for a buy of its "Life With Father" series.

As'a result of the Wrigley move to Tuesday, the CBS-TV o & os now have the A & A films to peddle in their own time, with buyers reportedly hard to find, and Wrigley is shifting its CBS Radio shows to new times. The AM Gene Autry, now Saturday at 8 p. m., will move to Sundays at 6 p. m. (to cover the Sabbath exposure of kids), and "Yours Truly, Johnny Dollar" will switch from Tuesday at 9 p. m. to the more advantageous time of Fridays at 8:30 p. m.

In the CBS-TV Sunday at 7 slot, the sustaining "Quiz Kids" will fill in for the summer until "Life With Father" starts in the fall.

Net's fall plans for Tuesday night now include Gene Autry at 8, followed by either Red Skelton or Larry Storch ((whose Gleason summer replacement stint is expected to launch him on his own) at 8:30, and "This Is Show Business" at 9.

Geraldine B. Zorbaugh

was named general counsel of Tuesday. This is NBC's night, ABC. Post is a new one, to which with Milton-Berle, "Fireside The she moves after holding the job atre" and the upcoming Fred Allies of acting general attorney for the web for a year and a half.

(Continued on page 32)

TIT FOR TAT AS SEPTEMBER SONG

By GEORGE ROSEN

The competition for TV network supremacy will hit its peak next season. The NBC vs. CBS program boys will go into the September semester laying claims to champ status, give or take one or two evenings a week, depending on which side of the avenue you're on. Neither is yielding an inch. The rivalry, at this point is unprecedented, matching in intensity the deep-tooted feeling existing on an administrative level or, for that matter, through all the operational

networks. Whatever pretense of a "friendly enemy" relationship existed is now irrevocably gone. Not only in programming, but in sales, station relations, publicity promotion-advertising, research—hardly a week goes by but that the claims of one network are topped by the refutations and the counter-claims of the other.

other.
From the standpoint of inviting an alert, aggressive and healthy season of competitive activity, the situation bodes well for the ultimate consumer—the viewing public. Perhaps at no previous, time has there been such jockeying designed to belster the creative pro-

slanted, commercially palatable programming ("You Are The "Adventure," "See It Now," et a

Top playwrights and legit producers are the newest "bait" in the internetwork clamor to invite top creators into the video pastures. At the moment the No. 1 target is Leland Hayward, the Broadway impresario who brought in the recent two-hour Ford cavalcade to resounding acclaim. But before the year is out it's considered a practical certainty that NBC and CBS—along with the rejuvenated and UPT-hypoed ABC operation—will have augmented their creative staffs with a formidable lineup of Broadway showmen mak-

snow biz with some provocative scripting jobs that, many concede, have frequently topped Broadway legit efforts.)

Night-to-Night Scorecard

On the competitive night-to-night commercial programming tropies the '53'54 two-web rivalry shapes

monday: It's still CBS TV by a landslide (by far Columbia's top night), with the NBC compelition eraldine B. Zorbaugh
Named ABC Counsel
Geraldine B. Zorbaugh last week
Scraldine B. Zorbaugh last week
Scraldine B. Zorbaugh last week
Spread.

R&R's 'Sweet Revenge' on Rinso Loss; Grabs Ogilvy \$3,000,000 Sunoco Biz

ARB's Top 25 (TV)

	(ror june)		200
f Love L	ucy	(CBS)	70.6
Dragnet	200 200	(NBC	52 1
You Bet	Your Life	(NBC)	49.3
Godfrey's	Talent Scouts .	(CBS)	47.3
Godfrey's	Friends	(CBS)	47.1
What's M	v Line	(CBS)	45.7
Comedy	Hour	(NBC)	42.4
OUT MISS	Brooks	(CBS)	41.3
Jackle GI	eason	(CBS)	37.6
Red Butte	eason ons	(CBS)	37.3
Mr. & Mr	s. North	(CBS)	36.0
My Little	Margle	(CBS).	35.1
Your Hit	Parade	(NBC)	35.1
This Is Y	our Life	(NBC)	34.9
Strike It	Rich	(CBS)	34.8
	the Money	(NBC)	34.8
Blue Ribi	bon Bouts	(CBS)	33.3
Television	Playhouse	(NBC)	33.3
Studio O	ne	(CBS)	33.1
The Web	Carren and Track	(CB5)	32.6
Ford The	atre	(NBC)	32.3
Life of R	llley	(NBC)	31.6
Cavalcade	of Sports		31,2
Milton Be	rie	(NBC)	31.2
Big. Town	1	(CBS)	31.1

CBS-TV's 'Father' To Johnson's Wax For Sun. at 7 Slot

the fall.

Show will be aired on Sundays at 7 to 7:30 p.m., time vacated by Wrigley's Gene Autry shifting to Tuesdays at 8 p.m., and will have a Hollywood origination. It's not certain whether Dennis King of Martha Scott, who appear in the pilot film, will be available for the program.

"Father" has been nine months in preparation, with recent Dorothy Stickney-Howard Lindsay airing of their "Father" legit roles on the Ferd 50th anni two-not teleshow hypoing interest in the tele-

snow appoints in the title answ the p version. CBS-TV, through airranges agency, ex-ment with Crouse, Lindsay and airrious to Mrs. Clarence Day, owns the tele tive aspect rights to the property, on which it away from is reported to have spent \$500,000 operations;

include alternate-Monday sponsor-ship of the Robert Montgomery show and "The Name's the Same" Agency for Johnson is Needhan, Louis & Brorby.

WAAM-TV Underwriting African Safari to Fill Balto Zoo Mammal House

Baltimore, June 30.

As part of its public service endeavor, local station WAAM-TV, will underwrite an African expedition for the Baltimore Zoo. Trek is understood to be an effort to fill a new mammal house now under construction at the local zoo in Druid Hill Park. Station has long had an interest in the zoo's activities via its weekly program "This Is Your Zoo"

Project, mapped out by Ben-Cohen, WAAM-TV president and James Anderson of the local board of Recreation and Parks, is await-ing clearances by the Baltimore City Collector and the Board of Estimate

TV 'MR. & MRS. NORTH' **GETS COLGATE AXE**

Colgate is cancelling out of its "Mr, and Mrs. North" CBS-TV show, Fridays at 10 to 10:30 p.m. after the program of Sept. 25.

that Ruthrauff & Ryan had grabbed off the lucrative Sunoco billings stimated at approximately \$3,000, 00,000 from Hewit, Ogllyy, Ben on & Mather, Inc.

Sun Oil acquisition reverses the bles, for it was only a year age at R & R found the Lever Bros.

\$2,000,000.

The R & R agency in recent years has gone through some turbulent periods, including the exiting of some of its major excess whe ing of some of its major execs wh took accounts with them. But re

Les Harris Exiting Colgate Exec Post

"Strike It Rich," and played a major role in making the company public relations - merchandising

2,000 TO 'GRADUATE' FROM WPIX COURSE

foregone the pleasure of Red tons for the English lectures

after the program of Sept. 25.

It's understood that the firm, which they received weekly inwhite happy with the show, feels struction bulletins. WPIX protection, what with its backing posite Button's). Those that pass of The Big Payoff," "Strike II the exams itests are being mailed Rich" and "Comedy Hour," and to those who can't appear in perthat the products couldn't support son) will get a Certificate of Suctional Commence of the support of the products of the support son will get a Certificate of Suctions and the support is supported by the support of the products of the support is supported by the support of the support of

Kaycee Rivals (WHB, KMBC) Resolve **Knotty Issue Via Joint TV Operation**

Kansas City, June 30.

Joint operation of a television station on Channel 9 will be undertaken here by WHB and KMBC under authorization granted by the FCC last Thursday (25). The knotty problem of how to allocate the one remaining TV channel between two applicants was thus quickly resolved after it had been on the FCC docket many months.

Stations will begin operations in August, according to announce-ments Friday by Arthur B. Church, president of Midland Broadcasting president of Midland Broadcasting Co., which operates KMBC, and Don Davis, president of WHB. Broadcasts will begin on an in-mast atop the Kansas City Power-and Light Building, one of the city's tallest, where experimental television equipment has been lo-

cated.
The FCC permit also included a 1,000-ft. tower which is yet to be constructed on a site in the northeast section of the city already acquired recently by KMBC. This transmitter and tower will be ready in six to eight months, officials said. The power allocation is for 50,000 watts transmitter at the tower site.

is for 50,000 watts transmitter at the tower site.

Channel 9 will carry CBS-TV network shows, KMBC is a CBS basic affiliate. The shared-time arrangement calls for 19 hours of broadcast daily, the time being divided by segments during the day. Later each partner expects to have separate studios. While this is not the first share-time arrangement granted by the FCC, it may well become the first to get into actual operation if the 60-day plans can be effected in the face of a construction trades strike going on here now.

plans can be effected in the face of a construction trades strike going on here now.

Grant will bring into operation fourth television station here this fall, whereas a month ago town had only one station, WDAF-TV, owned and operated by the Kansas City. Star and on the air for many months now. A FCC grant for Channel 5 recently went to KCMO-TV, which is aiming at Oct. 1 as date to begin operation. KCTY on Channel 25 UHF went on the air here two weeks ago with a partial broadcast schedule. Channel 65 UHF allocated here has not yet been assigned.

The agreement makes partners of two long-established and hardfighting competitors. WHB is owned by the Cook Paint and Varnish Co., is a Mutual net member, baseball and sports and pop music programmer. KMBC is CBS net member, and operates with its own. talent staff, of western and hillbilly artists.

Hazel Bishop In **TV Chess Game**

Behind the switch this week of the two Hazel Bishop shows on MRC-TV-"This Is Your Life" moving from its Wednesday at 10 p.m. spot to Tuesday at 9:30 p.m. with "Candid Camera" out of the latter time to the "Life" period—is an advertising agency game of chess. Raymond Spector Agency, repping Hazel Bishop, decided on the switch to expose "This Is Your Life." which is going in for 13 weeks of summer reruns, in another time in the hope of picking up new viewers who hadn't Behind the switch this week of

KDYL Sale Okayed

Washington, June 30.

Time-Life purchase of KDYL and KDYL-TV in Salt Lake City for \$2,100,000 was approved last week. by FCC. Deal gives the publishing firm its second TV station interest. Company previously acquired a 50% ownership of KOB and KOB-TV in Albuquerque, N. M., when it went 50-50 with former chairman Wayne Cov to buy the stations.

Wayne Coy to buy the stations

KSTP's 3-Year **Union Hassle Ends**

Minneapolis, June 30. With settlement of its three-yea old dispute with its union tech-nicians, radio and TV station KSTP is now in organized labor's good graces again. The station is no longer on the AFL "unfair list" and picketing has ceased.

The strike, one of the longest in local history, started April 5, 1950, when 22 radio technicians, members of the International Brotherhood of Electrical Workers local 1216, AFL, walked out when difference arose over a wage scale. Later the technicians sought to return, but claimed they were locked out.

locked out,
Stanley Hubbard and union officials declined to reveal the settlement terms, but B. J. Renk, union business agent, said "it doesn't go much further than that the parties to the dispute simply agreed to end it." He added that "we've secured the recognition at the station that we wanted and the station is permitting us to organize its present employes." Renk also expressed the belief that "there will be additional negotiations with the company to work out all matters to everyone's satisfaction."
Hubbard stated that few, if any,

satisfaction."
Hubbard stated that few, if any, of the original strikers will return to KSTP, they having found other jobs or gone to other cities during the past three years. He also informed the press that an AFL construction crew will be called in immediately to do some work in the station. Union construction workers had refused to cross the picket line maintained in front of the station.

At the time the KSTP techni-

the station.

At the time the KSTP technicians walked out, the station had refused a \$3 weekly wage increase which other Twin Cities station in were granting. KSTP claimed that it already was paying up to \$25 a week more than the other Twin Cities stations except WCCO which bargained nationally as part of the CBS network.

Fred Rickey, Jerry Stagg To 'Omnibus' (Sr. & Jr.) Key Producer Berths

advertising agency game of chess. Raymond Spector Agency, repping Hazel Bishop, decided on the switch to expose "This Is Your Life," which is going in for 13 weeks of summer reruns in another time in the hope of picking up new viewers who handn't seen the show on Wednesdays. It's figured that the show, doing well ratting wise in its regular time against the Pabst Blue Ribbon fights, will carry its loyal viewers to Tuesday, and in addition pick up a new audience.

"This Is Your Life," which is repeating the 13 shows on which most mail has been received, will run eight weeks in the Tuesday, spot and then return to Wednesday. Among the repeats to be shown are those programs on Roy Rogers, Jim McLain, Joan Caulfield, Dinah Shore, Arthur Franz and Fifi D'Orsay.

Thinking is also that, "Candid Camera," the other Hazel Bishop show, will gain from being slotted in the successful "Life" period. Being mulled for "Camera," is a program change in which Allen Funt will turn his hidden camera (Continued on page 30)

(Continued on page 30)

Key Producer Berths

The TV-Radio Workshop of the Ford Town' Site is producer in the Transation has set its producers for "Omnibus," is an end for CBS. TV in early October on "Sundays from 5 to 6:30 p.m. He will have two directors—Andrew McCullough, who directed last season, and Robert Banner, who has made the repeats to be shown are those programs on Roy.

"Garroway at Large," and last season, and Fifb D'Orsay.

Thinking is also that, "Candid Camera," the other Hazel Bishop show, will gain from being slotted in the successful "Life" period. Being mulled for "Camera," is a program change in which Allen program is a series of "Junior Omnibus." Half weeks in the Harvard Businers School.

The TV-Radio Workshop of the Town' Gets Hypo Despite Cancellation. This Tis Cinerama and fire the show on WaBC-TV, the series of CBS-TV in early October on "Talk of the station is hypoing the already head the returns to



JIMMY NELSON

PERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

Lux TV Theatre To Coast; Radio **Show to Fade**

first major tele dramatic show to come out of CBS Television City when the program shifts from when the program shifts from New York to Hollywood in Sep

New York to Hollywood in September.
Show has been mulling question of going to film. Three films have been made, but final decision has been to stay live. Films will be shown during August; clearing the way for the switch to the Coast.
Lever Bros. is continuing its "Lux Radio Theatre" during the summer for the first time in almost two decades, and through the carly part of fall, when ratings are good.

STREIBERT'S O'SEAS STATUS SET BY U. S.

Ted Streibert, former Mutual board chairman and WOR, N. Y., prexy, this week was named deputy director of the Office of Public Affairs of the U. S. High Commission for Germany, the State Dept. announced this week.

Streibert treently was appointed.

sion for Germany, the State Dept. announced this week.

Streibert recently was appointed radio consultant to Robert L. Johnson, administrator of the International Information Administration of the State Dept., and in that capacity he went to Europe last month to make a study of radio programming operations and problems. In his new post, he'll work with Alfred V. Boerner, director of the Office of Public Affairs.

Streibert left the Mutual organization a year ago after helping found the network in 1934. He joined WOR in 1933 after being assistant dean at the Harvard Business School.

Single Year of TV Processing By **FCC Brings Some Amazing Results**

Whitman's WNBC Gab

Howard Whitman, mag writer and author of such books as "Basic Guide for Parents" and "A Re-porter in Search of God," is start-ing his own 15-minute talk proing his own 15-minute talk program on WNBC, N. Y., tomorrow (Thurs.).

Show, slotted at 7:15 p.m., will be a discussion by Whitman of social and psychological problems of our times.

DuM Sets Major Personnel Shifts

DuMont network instituted a complete realignment of its programming and production personnel last week, following appointment of Leslie G. Arries, Jr., web's assistant programming director, to WTTG, Washington, as manager of the web's o-and-o. Arries replaces Walter Compton, who resigned last week as WTTG manager after more than five years.

Under the new setup, three de-

week as WTTG manager after more than five years.

Under the new setup, three department heads will report directly to program chief James L. Caddigan, while post of assistant programming director will be abolished. Three posts will be filled by Werner Michel, as exec producer in charge of production; A. L. Hollander, Jr., in charge of program operation, and Richard L. Geismar, as business manager of the program department.

Arries, son of Leslie G. Arries, Sr., recently named director of sports for ABC, has held his program post for the past two years, and, at 29, becomes one of the youngest major station managers in the country. He started at WTTG as a junior engineer in 1946, when his father was station manager, then moved to WDTV, Pittsburgh, and into N. Y.

Michel is a former CBS and CBS-TV producer, who came to DuMont last year after a two-year producing stint at Kenyon & Eckhardt. Hollander joined the web in 1948 and two years ago was named production facilities manager. Geismar started at DuMont in 1948, was named assistant to the budget director in 1951 and moved into network sales last year.

WCBS-TV in Weekend Program Shuffle: Set **Moppet 'Space Funnies**

Beginning next weekend (4 and 5), WCBS-TV, N. Y., is opening service half an hour later on Saturday and half an hour earlier on Sunday, with a resultant reshuffle of schedules.

Sunday, with a resultant reshuffle of schedules.

On Saturday, the film "F.Y.I." (cut to 15 minutes) will open at 10:30 a. m. instead of 10. The Little League Baseball School, at 10.45, and "Laugh Time," at 11, stay in their regular times.

Major move on Sunday is the station offering of a new moppet show, "Space Funnies," in the noon to 1 p. m. spot beginning July 5. It was possible to add another hour of local programming because of the earlier opening (9:30 a. m. instead of 10) and the dropping of the network M. & M Candy Carnival (12:30 to 1 p. m.) after the program of June 28.

"Funnies" is a summer show, with the net planning to reclaim the time in the fall. It will feature Stan Sawyer, Boston tele-radio emice, who'll invite kids into a spaceship set for a trip to one of the planets, meanwhile amusing them with unreeling of films, recently bought cartoons "Filp the Frog" and "Willie Whopper" and Laurel & Hardy shorts. Program will be sold on a participation basis.

WCBS-TV's revised Sunday morning and early afternoon schedule, beginning the 5th, is "The Big Picture" at 9:30, "Our Goodly Heritage" at 10, "The Port Is My Story" (moving from Saturday) at 10:15, the "Morning Show" at 10:30, "Laugh Time" (cut to 15 minutes) at 11:45, and "Space Funnines" at noon.

washington, June 30.
Tomorrow (July 1) will be a
year since the FCC resumed processing of TV applications, after
having announced its new channel
allocation plan and having charted
the pattern for a nationwide competitive TV system, first come first
served.

the pattern for a nationwide competitive TV system, first come first served.

The progress which TV has made in that year is phenomenal. Only three short of 400 new stations, have been authorized, 243 of them in the UHF band. And in spite of delays in delivery of UHF transmitters, 89 stations (43 of which are UHF) have gotten on the air. In the first year of postwar licensing of TV only a dozen stations got into operation.

From 65 markets with TV, the situation has changed in the past year to 300 markets with TV stations in operation or authorized for construction. Instead of 108 stations in operation before the freeze was lifted, there are now exactly 500 authorized (counting five permits which have been turned back).

Since the freeze-lift allocation plan was announced on April 14, 1952, more than 1,000 applications for stations have been filed. Of these 609 are still pending and of these 609 are still pending and of

1952, more than 1,000 applications for stations have been filed. Of these 609 are still pending and of the latter 112 are in hearing.

Although it was expected that more permits would be handed out the second year after the freeze-lift than the first, the reverse seems to be the case. Few anticipated that 400 grants would be made the first year. And fewer believed that so many would be for UHF stations.

Also surprising has been the ac-

netieved that so many would be for UHF stations.

Also surprising has been the activity in the educational field, Already, applications have been filed for 49 of the 245 assignments made for noncommercial stations in the allocation plan. And 17 educational station permits have been issued. The first educational station (KUHT in Houston) recently went on the air.

Strangely, the lifting of the freeze does not seem to have discouraged radio applicants. Approximately 100 new AM stations have gone on the air in the last year and there are still nearly 250 station applications pending a figure which is not much less than there were a year ago.

CBS-TV 'Pentagon' Hits a Legal Snag

Just a week after CBS-TV got official Army clearance on the title of its new series on the Criminal Investigation Division of

title of its new series on the Criminal Investigation Division of the Army, it ran smack into a legal wrangle on the story idea. Law firm of O'Brien, Driscoll. & Raftery served notice on CBS-TV, Biow Agency, Philip Morris and Talent Associates that it would sue if the show, tagged "Pentagon Confidential" goes on the air. Attorneys claim their client, Alan Nicholl, submitted a presentation on the CID two year ago to the network. It was then rejected and returned. Now, the law firm claims, CBS-TV and Philip Morris are going ahead with Nicholl's idea without credit or payment. Firms says Nicholl had all the proper Army clearance for the series, which was then titled "Report from the CID."

Officials at CBS-TV maintalned a discreet silence, refusing to confirm whether they had received the notice. Show is scheduled to go into the Thursday night 10 pm-slot on Aug. 6 as a replacement for "My Little Margie," which Philip Morris dropped a couple of weeks ago.

COLOR TV SETS BY SPRING-IF

Cohn & Schine Take a Walk

Roy M. Cohn and G. David Schine, tagged by the press as "Sen, Joseph McCarthy's gumshoes" on their recent book-investigation trek in Germany, performed a fast walkout last week from a WOR-TV, N. Y., panel show, and the station's toppers are still doing a fast burn.

Cohn, chief counsel of McCarthy's Senate Permanent Investigations Subcommittee, and Schine, its research consultant, were skedded to appear on WOR-TV's Saturday night (27) forum, "America Speaks," to debate the question, "What is behind the Eisenhower speech on book-burning?"

When the N. Y. Times Thursday (25) disclosed that their program opponent would be James A. Wechsler, editor of the N. Y. Post, the two investigators phoned WOR-TV to say they were bowing out from the show.

Lesse Gordon, assistant producer of the program, said he argued with Cohn, "But you made a definite commitment to appear on the show. This will leave us in a bad hole. Besides, it'll look very much like you're afraid to compete in a discussion against Wechsler."

the show. This will leave us in a bad hole. Besides, it'll look very much like you're afraid to compete in a discussion against Weetisler."

Cohn, according to Gordon, gave three reasons why they couldn't appear: (I) Sep McCarthy and the rest of the committee members had wired they could not debate on a TV show with any person who had been a sworn witness before the committee; (2) Cohn and Schine had only given verbal agreement, and so couldn't be held to their word; (3) they had committed themselves to go to Florida Saturday anyway.

Don Passante, producer and moderator of the show, asked whether the duo would appear, it playwright Elmer Rice were substituted for Wechsler. He said Cohn replied: "Oh, no. He's an author, and therefore a potential witness before our committee. My position is like that of a prosecuting attorney. Any author is out."

My position is like that of a prosecuting attorney. Any author is out."

Cohp said he would be willing to appear if N. Y. Journal Américan columnist Howard Rushmore were substituted for Wechsler. When it was pointed out that Rushmore had appeared before McCarthy's committee, and therefore was eliminated by Cohn's standards, Cohn suggested another substitute—Louis Budenz.

"But he's an author," Gordon told Cohn. "Besides, he's already appeared on our show."

Cohn ultimately suggested Godfrey P. Schmidt, Fordham U, law professor, who along with WOR-TV's news commentator John B. Hughes, appeared with Wechsler.

Passante said he was particularly burned up because George. N. Shuster, the noted Catholic layman and prez of Hunter Collège, was originally skedded to appear on the show with Cohn and Schine, but on Wednesday (24), Cohn had said, "Not him. We'll appear with anybody but Schuster." Wechsler was asked only after Passante had tried to get 30 participants, all of whom proved unavailable.

after Passante had tried to get 30 participants, all of whom proved unavailable.
Gordon's chief beef was that, after he had released details of the imbroglio to the Associated Press, Cohn had phoned him to say, "I'm plenty mad. Anybody who bothers with me, gets huit." Gordon complained, "He tried to treat me as though he were the top in the station house."

Passante says both Cohn and Schine have expressed willingness to appear on a future "America Speaks" show, but only if their fellow participant is not an author.

COKE DICKERS RETURN

OF LANZA RADIO SHOW

Hollywood, June 30.
Coca-Cola is reported to have started negotiations with Mario Lanza to return to radio under its sponsorship in the fall, and with Hoagy Carmichael to emcee a Coke show of his own.
Lanza dropped out of his Coke show last year after his supension

Westinghouse Cancels

CBS-TV 'Freedom Rings'

in the fall.
Company recently axed the Bet-ty Furness daytimer on CBS-TV.

KMPC's Sale To **ABC May Hinge On Coast Talks**

ABC, interested in purchasing KMPC, has asked Robert O. Reynolds, co-owner with Gene Autry, a meeting date for talks It will likely be held this weekend with William Phillipson, net's western division general manager, rep ping the web. Reynolds said he and Autry are "not too anxious" to sell or trade but are willing to listen to a proposal. They bought the slation late last year from George A. Richards' estate for \$800,000.

ARChards estate for \$800,000.

ABC now owns KECA and would be forced to dispose of it under duopoly rules if deal goes through. Web's chief interest in KMPC is its favorable dial position, and a \$50,000 watt daytime power against KECA's 5,000 watts day and night. KMPC nighttime wattage is 10,000.

Deal would include the mention.

Deal would include transmitter-site situated on 21-aere tract in the booming Valley sector. ABC showed earlier interest in KMPC as it did in KFI but nothing hap-pened. This time," said Reynolds. "It isn't a fishing expedition."

Mowery's WFIL Post

Paul Mowery & WFIL FOST

Philadelphia, June 30.

Paul Mowrey: former general manager of WABC-TV, New York, has been named program and sales advisor for radio and TV on the WFIL stations.

Announcement of the newly-created post was made by Kenneth W.—Stowman, general sales manager of WFIL and WFIL-TV. Mowrey, who left his WABC-TV post three weeks 320, will assume his new duties Aug 1.

PRODUCTION IN '55

Washington, June 30.
Unless there has been a drastic change in FCC policy in the last three months, chances of early action on the strong bid for new color TV standards filed last week by RCA appear quite remote. Present timetable indicates, however, that by next Spring initial color receivers will be on the market. RCA's proposal, declaring that "pilot" production of color receivers will be on the market. RCA's proposal, declaring that "pilot" production of color receivers can start next Spring "it" standards are adopted by the end of this summer, must be weighed in terms of the testimony given the House Interstate Commerce Committee last March 31 by former ECC Chairman Paul A. Walker. In that testimony, which had the concurrence of the full Commission, Walker declared that protracted hearings may not be necessary, especially if no competing systems are offered. But even if there is only one proposal before the Commission, he said, the agency would have to give it more than "perfunctory" consideration. "The system," Walker told the Committee, "would have to demonstrate its capabilities under situations, approximating actual operating conditions. And we would also require proof of the ability of the system to meet the other basic criferia of a proper color system before we could consider substituting it for the existing (CBS field sequential) standards."

Walker's further stalement that "any system of color TV which is to be with the public for years merits the most serious governmental deliberation" received support from prominent engineers in the TV industry. Dr. W. R. G. Baker, chairman of the National Television System Committee, which developed the standards on which the RCA system would operate himself urged that the NTSC system be subjected, to "thorough examination."

Although the Commission now has a new chairman (Rosel Hyde), a new member (John C. Doerfer) and Walker is no longer with it this retirement took effect today), it is considered highly doubtful that even with its change in composition there

NTSC To July in July

NTSC To July in July
RCA's petition, an elaborate 700page document printed on glossy
paper and containing extensive description of the workings of its
system, along with photographs of
color receivers and transmitting
equipment, will probably not be
taken up by the Commission for
three weeks. At that time, NTSC,
which has just completed field test
on its specifications, is expected Lanza dropped out of his Coke show last year after his suspension by Metro. Evidently some kind of deal has been worked out between Lanza and the film firm, permitting him to rejoin the radio ranks.

Carmichael is currently the er.cee of the NBC-TV "Saturday Night Review," summer replacement for "Your Show of Shows." which has just completed field tests on its specifications; is expected to file. Thus, in filling its petition last week, RCA got the jump on NTSC an industry technical body, in which RCA and other major TV manufacturers participated, charged with developing a workable compatible system.

RCA told the Commission that Westinghouse is dropping "Freedom Rings" on CBS-TV with the program of Aug. 27. Half hour show now seen Tuesdays and Thursday at 2 p.m. has been cancelled, it's said in line with the firm's economy to pay for its bankrolling of pro football on DuMont in the fall.

Company recently axed the Bet

Viceroy 'Orchid' Shifts

Company recently axed the Betty Furness daytimer on CBS-TV.

No 1-Hoss Shea, This Cleveland, June 30.

NBC's 0-0 stations WTAM-WN-BK, rounding out one year under the general managership of Hamilton Shea noted a sparkling increase of 24% in radio, and 72% in TV sales for the first five months of this year as against the same period a year ago.

According to the station survey, the report showed WTAM as achieving the second highest position among the network's 0-0 station and best in TV sales fectord Percentage-wise, radio sales were hypped 37% locally, 20% nationally: while increased TV sales were, local 45%; national 85%.

BUT MASS SCALE | Rival Nose-Counters at It Again; Pulse in Swipe at Hooper Figures

Demarest TV Series

New situation comedy series with Robert Riley Crutcher as the scripter is on the NBC-TV agenda for the fall. Series will star william Demarest. Bob Welsh, of the NBC video production staff, is producing, with a kine audition now in preparation.

"Decent Citizen" is the title,

American Tobacco Sets Thomas Show. Also Mulls Bolger

ABC-TV has negotiated its top sale since the big talent grab and merger with United Paramount Theatres, having completed a deal with American Tobacco Co. for sponsorship of the new Danny Thomas situation comedy, which preems in the fall, it was a quick wrapup for the network, with the pilot film only arriving in N Y last week. Sale was consummated three days later.

Meanwhile American Tobacco

Meanwhile. American Tobacco may also fatch on to another of ABC-TV's major, comedy acquisitions, Ray Bolger (Network plans to slot the brace of comics back-to-back on Friday nights, which would give it topdog status among the competitive, webs in the Friday, TV comedy sweepstakes.)

Exact pattern of the sponsorship has yet to be crystallized. American Tobacco still hasn't decided whether Thomas will become a Lucky Strike or a Pall Mall commercial, with the two agencies, BBD&O (for Luckies), and Sullivan Stauffer, Colwell & Bayles (for-Pall Mall) figuring in the negotiations.

Pall Mall figuring in the negotiations.

Similarly, American Tobacco, in keeping with its new policy of going, alternate-week on sponsorship (as with "Hit Parade", the Robert Montgomery dramatics and "Big Story"), will sponsor Thomas on an every-other-week basis, thus permitting coin for the Bolger pickup as well on a similar basis.

Contracts have been signed for BB Roll Rite Pen to sponsor George Jessel on the ABC-TV network. Half hour show, with Jessel to assume his: familiar role of toastmaster at "The Banquet Table," takes off from Hollywood Sept. 13 and moves to N. Y. for the remaining 12 telecasts of the first cycle. Show then returns to Coast for the ensuing quarter.

SCHICK, CARTER BUY 'THIS IS SHOW BIZ'

arged with developing a work to compatible system.

Schick and Carter have bought to commission that "This Is Show Business" for the Tuesday at 9 p.m. spot on CBS-TV. beginning in September. The two firms are dropping Crime Syndicated "Active Schick and City Hospital" (Carter), which have been sharing the time on alternate Tuesday and Harry E. Hullmann should divated "On ABC-TV is moving into the same of the spot of the sp

man, Sam Levenson and George S. Kaufman,
Although Shick and Carter got together on "Show Business," for the fall, summer plans for the CBS-ftV Tuesday at 9 p.m. spot, which the firms share on alternateweek sponsorship, are still split. Beginning July 7, with Schick on a hiatus, the net will air "Follow the Leader," an audience participation show from Hollywood with Vera Vague as emcee, in place of "Crime Syndicated," Net probably will drop latter show.
On July 14, for Carter, which is staying on through the summer, Al Capp will emcee a panel show called "Anyone Can Win,"

ting in the first punch via an attack on the accuracy of Hooper ratings in multi-set radio homes. At a series of two luncheons for agency researchers and the press last week in N. Y., Pulse pitched a special report on listening in multi-set homes, and general idea was that Hooper method severely un-derestimates that audience.

Survey, covering January, 1953, New York, disclosed that famin New York, disclosed that families owning three or more radios (1) represent 39% of all radio families in the Gotham area; (2) do more than twee the listening of a single-set, family, and (3) account for more than half of all listening in the N. Y. area.

in the N. Y. area.

A further study, comparing Pulse data, on one and two-set homes with Hooper and Nielsen sets in use figures' shows Pulse and Nielsen in close agreement but Hooper figures to be far below the Pulse-Nielsen marks. Study was based on a sample of 6,400 homes in 12 metropolitan counties.

Data on radio ownership showed 38.9% of the families in the area own three or more sets; 28.2% own two sets and 32.9% own one. Average evening quarter hour sets in use level shows three or more radio homes with 26.8%, compared to 18.7%. use level shows three-or-more radio-homes with 26.8%, compared to 18.7% for two set homes and 13.0% of for one-set families. And night-time share-of-audience of three-set homes is 52.2%, compared to 26.4% for two-set families and 21.4% for one-set homes. Report also shows that share-of-audience for multi-set homes is greater at aight than to the attention and according to for multi-set homes is greater at night than in the morning and aft-

Using these figures as a base, Pulse plasted at Hooper by comparing sets in use in one-set and one-and-two-set homes for the January to March, 1953, period. Hooper showed an 8.9% level in the one-and-two-set homes for the Jan-uary to March, 1953, period. I floop-er showed an 8.9% level in the 8-10, p. m. period, with Pulse one-set level at 13.9% and one and two-set figure at 16.7%, and Pulse "all homes" figure omitted.

KLZ Wins Denver Channel 7 Fight

Washington, June 30.
Denver's third VHF and fifth TV station was authorized by the FCC yesterday (Mon.) with Issuance of a final decision granting application of KLZ in contest with Denver TV Co. for Channel 7. Affirming the examiner's recommendation favoring KLZ, the Commission refused to be swayed by the rival applicant's argument that non-radio interests should be preferred in the interest of diversification of media of mass communications.

The Commission went along

DUNHILL, LADY ESTHER **BUY PINZA TV SHOW**

Dunbill cigarets, which has cancelled the NBC-TV Saturday 8-8:30 p. m. comedy series. "My Hero," will co-sponsor the Ezio Pinza domestic comedy show, "I, Bonino," same time on the same web, beginning Sept. 12.

Its co-sponsor of the new stanza will be Lady Esther cosmetics. Blow is ad agency for both bank rollers.

Gillette Cuts Loose With Pertinent Post-Marciano-Walcott Rating Data

The rating payoff continues on-Gillette's sponsorship of the Marciano-Walcott heavyweight chain-pionship fight May 15, which ended in a one-round KO. Show, which outrated "I Love Luey" that week, also won the No. 1 AM spot in the Nielsen May 10-16, survey for ABC (which carries the AM version, while NBC-TV airs the televersion).

or a TV-only airing on CBS, made a mistake CBS Radio a real pitch for Pabst to re-

ure t wanted in television for price it wanted to pay.

op spot of the "Cavalcade of oris" show, in the case of the ciano-Walcott go, underscores fact that good fights, or those prenise to be outstanding ps. are in a class by themes. While the fights ordinarily high ratings, an interesting, of the ordinary bout soars in rating list like an extraspecial cial event.

levent, analysis of Nielsen two-week tes over January, March and shows Pabst tvs. "This Is Life" and Gilette tvs. "Mr. d Mrs. North") consistently ad of their nearest competitors. Gillette leaped far ahead on basis of the Marciano-Walcott

oout. Interestingly enough, the fight opposition does not suffer any sub-stantial rating drop when a special light cops a stratospherical rating position audience might be a nen's audience uninterested in leuffs.

t the fights is that the relational than in the nine cities tical simultaneous three-net-k opposition. One station mar-are fattening the ratings of regular fights. In the nine-is, during the first half of il for instance, both "This Is ir Life" and "Mr. and Mrs. th" outpulled their puglistic sition. With fewer one-station as TV markets open up, the tratings generally seem to be ded dewnward.

Survey Shows TV Set Owners Will Pay \$1 For Good Pix, World Series

language and literature—and more than 54.5% in all cities were will-ing to pay 25c once a week

STERLING AXES BRACE OF ABC CRIME SHOWS

Anday night 8 p.m. time, and othing set for the 9:30 slot being acated by "Talent Patrol."

Palsy Fund's 500G In Frisco Telethon

running just one minute short of 31 hours, pulled in \$500,333, with uncounted cash and checks still pouring in, for the United Cere-bral Palsy Fund. Third annual UCP annual UCP marathon in the ny area ran'on KGO and KGO-V from 9 p.m. Friday (26) until 59 a.m. Sunday

3.59 a.m. Sunday.

More than 500 guest artists from Hollywood and San Francisco theatres, niteries and radio-TV stations brought in a total of 80,000 individual contributions. Actress Marsha Hunt, tele emcee Ralph Edwards and local TV Academy prez Lee Giroux emceed the telethon, while Evangeline Baker and Fred Jorgensen handled the radio end. KGO officials reported responses to the AMer from Halv end. KGO officials reported re-sponses to the AMer from Italy, Guam, Germany and Switzerland, to which some of the signals

pitch emceed by Jack Webb, whose "Dragnet" commitments kept him away this year. Guestars included Marge & Gower Champion, Jack Smith, Art Baker, Marie Windsor, Bobby Driscoll, Joan Weldon, Ralph Sutton, Jan Clayton, Merv Griffin, Craig Stevens, Joan Evans and a host of others.

ADELMAN RESIGNING AFN POST IN GERMANY

Louis Adelman, chief of opera-Louis Adelman, chief of opera-tions for programming of the Armed Forces Network in Ger-many, is leaving the network and returning to the U. S. within the next two weeks. In the past nine years, as an American Army of-ficer and since 1946 in a civilian capacity. Adelman has helped set capacity. Adelman has helped set up, maintain or operate more than 96 radio stations from Italy to England. The AFN in Germany consists of six studio stations and 30 transmitters.

"Europe." says Adelman, who

30 transmitters.

"Europe." says Adelman, who has won the Army Award of Emblem for Meritorious Civilian Service for his AFN work, "is about six to eight years behind the U. S. both in radio and TV. I want to get back to the field of commercial radio and TV. because I feel now.

He is returning with his British wife and two children.

St. Paul Mayor Subbing For WMIN News Gabber

Minneapolis, June 30. Minneapous, June 30.
When Norman Page, WMIN staffer, went on his vacation, he went out and got none other than Mayor John Daubney of St. Paul to pinch-hit for him on his radio news

As a newscaster the mayor making good to the extent that ways be a job awaiting him if he ever decides to quit politics and law practice."

CBS-TV's Kiddie Accent On New Weekend Entries

CBC Rule Bans Sportscast Revamped from Rival AMer, Limits Pitch Time

period. The advertising content can be slightly greater before six p.m. (Seven minutes in an hour show)

Robb Heads RTDG

Hollywood, June 30.
Hollywood local of the Radio and Television Directors Guild elected Bob Robb president, Bill Bennington veepee. Ralph Rose secretary and John Bradford treasurer.

uter.

Members elected Tom Kersey and David Vaile to represent radio on the council for two-year terms, and Walter Grauman and Tony Barr to represent TV for similar periods.

AM's Religioso Coin

AM's Keligioso Coin
Rapidly increasing source of
revenue for radio networks,
are various religious groups
throughout the country. Latest
breakdown of sponsor classifications, in the Executives
Radio-TV Service FACTuary,
published last week, shows religious groups tied for fourth
place in the number of network radio shows sponsored.
Religious groups are spon-

cleansers, gasoline and lubri-cant firms and cosmetic and toiletry outfits in number of shows sponsored.

Authors League-Radio Writers Rift Widens With Resolution Exchange

'CAMPBELL SOUNDSTAGE' VICE NBC-TV'S 'ALDRICH

Campbell Soup Co. is reverting back to the dramatic format it used back in the days when Orson Welles was riding righ in radio for the company. Having cancelled out "Aldrich Family" in TV, the soup outh is installing a "Campbell Soundstage" dramatic series in

Wholesale Exiting From Pitt's WDTV

single-channel category for the first time. Israel and Faust were both DuMont station execs until the first of the year when, with backing of three tip industrialists here, they were awarded Channel 16.

Don Menard is leaving WDTV, where he replaced Faust as supervisor of production, to become sales manager of WENS. He had previously been an account executive. Dave Murray, top newscaster at WDTV who had originally been brought here from Dayton, by Faust, goes with Israel and Faust sports shot every wee under the new setup.

Unity House Sponsors Stadium Intermissions

Unity House, the Pocono Moun-Workers Union, has signed to spon-sor the intermission features on WQXE'S (N.Y.) Thursday night of the Lewisohn Sta-

broadcasts of the Lewisohn Sta-dium Concerts.

Concerts themselves can't be sponsored, but hotel is bankrolling the 15-minute sessions by com-poser-pianist Abram Chasins, sta-tion's music director. Six concerts in all will be aired. Lloyd S. How-ard Associates is the agency.

Pittsburgh—Fred Eames, Jr., has just been appointed chief engineer for WENS, UHF Channel 16 which expects to get rolling some time this summer. Station is to be a basic ABC affiliate, also picking up CBS programming that WDTV, so far city's only teever, doesn't use.

eral meetings have stepped up the friction between the Authors League of America and its member Radio Writers Guild.

The Screen Writers Guild of the ALA recently lost an NLRB election to the new independent Television Writers of America on juris writers. The ALA charges that three RWG delegates to the League council have helped the TWA to defeat their sister guild SWG.

properly voted in meeting; and that failing such action will resign from the ALA council and from the RWG council."

Effect of the pressuring resolution was an eastern regional RWG membership meeting in New York last Thursday (25), at which members voted unanimously to back their delegates to the League council.

seat them as improper and uncon-stitutional. Furthermore we have requested our representatives to re-main on the Authors League coun-

election and of the ALA and RWC membership resolutions. It's reported that the RWG policy making body, consisting of the president and three-vice presidents found reaffirmation in a member ship questionaire of a goal to have one guild in broadcasting, will radio and television jurisdiction.

Hector Chevigny, RWG had no comment, It's und

Frank Stanton's Pitt Visit Linked to New Scramble for Ch. 4

Pittsburgh, June 30. race here for Televisi 4 really became a scra general manager of well in Weirtanning, Pa., and WEIR in Weirton, W. Va., put in its bid Thursday (25), just two days after a group from nearby Greensburg, Pa., headed by Attorney Scott Fink, had applied.

Previous applicants had been radio stations KQV and WCAE here and WLOA in Braddock. WCAE is owned by Hearst and KQV by Allegheny Broadcasting Corp., which sold 45% of its stock a year ago to CBS. WLOA is operated by the Matta Broadcasting interests

out among KQV, WLOA for Channel 4.

Less than a week after that set around, the McKeesport and Greensburg groups hopped in with their applications. Now it does if Channel 4 will be assigned until the FCC gets around to the hearings.

Everywhere YOU Do Business...

Everywhere YOU Do Business, VARIETY is always there — ahead of you.

And, everywhere YOU do business ... you hear people say, 'Did you see what VARIETY said ...?'

This, by virtue of VARIETY's 'trade scope' in reporting the various trends in and around the Radio and Television Business.

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Today, new TV film vistas are opening. Here, too, VARIETY's week-to-week appraisal is custom-made for the advertiser, the agency and the producer, highlighting the new developments in an exciting new branch of show business.

Your advertisement in one issue of VARIETY will make more profitable business calls for you than you could possibly make in a year.

The 8th Annual RADIO AND TELE-VISION REVIEW AND PREVIEW EDI-TION will be out soon.

Make your space reservation at any office listed below. There is no advance in rates.



NEW YORK 36, 154 West 46th Street CHICAGO 11, 612 No. Michigan Avenue HOLLYWOOD 28, 6311 Yucca Street

LONDON, WC 2 8 St. Martin's Place Trafalgar Sq.

(Lindentan)
Idea of a giveaway show without
any strings attached—not even a
quiz—is a bit novel, and it's carited off in neat fashion on this Mutual airer which revolves about the
theme of New York's warm heart.
Program, emanating from the Biltmore Hotel, is a sort of "Strike It
Rich" without the quiz portion, and
emphasis is on worthy or human

Harry Wismer, in a departure oin his usual sportscasting lores, emcees this one, and ex-pt for a couple of stilled phrases, noveyed a sense of warmth on low caught. Guests Included a eyed a sen v caught 6 - cho has negge a sense of warmth on we caught. Guests included a man who has spent the last 10 irs aiding disabled children; a ligwoid resident who came to we York to try to break into ne to New York to keep an apathenen with his sailor son to go a baseball game, despite the fact it the son had died. Guests got son to go and a piano; the aspiring a star got a wardrobe and a Parount audition and the father got pecial box to a Yankee game hour orphaned youngsters as guests. Last, particularly, was ouching gesture.

guests. Loss, couching gesture. So that it isn't all bathos, and as abstitute for the usual quiz sesson, program has singers Jimmy rroll, and Lois Hunt, along with a Nat Brandwynne Orch, doing couch musical chores. Miss Hunt and Carroll

the Nat Brandwynne Orch, doing yeoman musical chores. Miss Hunt was ill on day caught, but Carroll projected effectively, and the Brandwynne combo showed its customary smoothness. Scripting Job by producers-directors Mel. Bally and Sam Levine fastidiously avoided, the embarrassing and the cloy and was generally excellent.

Sponsorship deal is an interesting one. Holland Furnace Co., of Holland, Mich., pacted for the final 15 minutes of each program after it had tried the network on two one-shot deals with Wismer interviewing Rocky Marciano and Joe Walcott before their, bout. Apparently, the one-shots paid off, and there's no reason why this one shoutdn't also. Program, incidentally, is aired in N.Y. at 1 p.m., replacing the now defunct. Chan.

THE BETH HOLLAND SHOW Producer: Barney Young Director: Don Painter Writer: Miss Holland 25 Mins.; Mon-thru-Fri., 3:30 p.w.

riter: Miss Holland 5 Mins: Mon. thru-Fri, 3:30 p.m. ustaining VABC, N. Y.

Though touted as being a potourri of fashion notes, household ints, human interest litens, rejecs, straight news and records. The Beth Holland Show its rooved primarily along the lines fa disk jockey stanza. It's a plater show targeted at the houselifes, with Miss Holland offering arious tips and comments designed for femme consumptioniab segment of the preem show, londay (29), didn't have too nuch to offer. However, talk wasn't too heavy, with platter pins and chitchat evenly distributed.

Topics brought into play on pener included TV's effect on hildren, some film news, an obit in the woman who invented the vindshield wiper and some suggestions pertinent to housekeeping ind vacationing. Among tunes played were the current pops, Rubby' and "Pretend." Other numbers played included "Some Enchanted Evening." "Cruising Down the River" and "June Is Busting Out All Over."

Miss Holland, who's appeared on Broadway, in several shows, con-ducts the program amiably, Jess.

D.C.'s FM Seminar

Washington, June 30.
One of town's smallest FM sta-tions is trailblazing with first uni-tority of the air in Capital's his-tory. Co-op station WCFM, which tory, Co-op station WCFM, which boasts sole femine station manager on local scene, debuts its educational series July 6 for an eightweek "summer seminar" with two air classes nightly.

New educational venture will be n a completely non-profit basis, ecording to manager Imogene Put-am, with each of the 10 sponsor-

Radio Follow-Up

Blossom Seeley and Benny Fields, the Lunts of the variety field, have taken over the disk-jockeying chores of Ted Husing while the latter is vacationing, and are giving this WMGM, N. Y. platter session an entertaining and authentic atmosphere.

Billed as "Mr. and Mrs. Show Business," which they virtually are they dispense an extremely entertaining brand of gah plus an instinct for selection of records that will keep the listener entertained and attentive to the commercial pitches. Efforts on the first day indicate that they could hold down a similar slotting on a year-round hasis.

Both Miss Saeley and Benny Fields.

basis.

Both Miss Seeley and Fields handled themselves like the show biz vets they are on their first try at the mike as Husing's pinchhitter. They speak entertainingly of show biz personalities, can deliver ancedotes on those they have worked with, and that includes virtually everybody of consequence, and they know enough about entertainment to come up with recordings that will please virtually. ment to come up with recordings that will please virtually every-body.

that will please virtually everybody.

This couple, of course, are veterans in the variety and cafe field
and recently were filmbioged in
"Somebody Loves Me." Trues
from that score were etched in an
M.G.-M album of the same name.
They re taking a rather heavy
assignment in doing two hours
daily, first hour starting at 10 a.m.
and their second spot commencing
at 5 p.m. But this couple has
enough background and knowledge
of the field to backstop the platters
with a excellent brand of verbiage.
They show charm and intelligence
and enough disk savvy to hit the
top in the deejay field anytime they
want to give up trouping. Jose,

"ABC Playhouse." the Thursday night series individual programs of which the network is trying to sell as "pilots" for fall radio series, has tried a number of techniques—in comedy and drama, the "Theatre for Two," with Rex Harrison and Lilli Palmer; in drama, "The Chain," a combination of two separate stories and casts tied up at the end of the half-hour into a single story but permitting two 15-minute sponsors to retain their identity.

sors to retain their identity.

Now, it's ventured off into the field of the panel show with a package called "Who's the Boss?" and its airing last Thursday (25) came off fairly successfully. Program, styled slightly after "What's My Line?" had a panel questioning the secretaries of famous bosses, with the object of learning the identity of the boss. Secretaries, answering "yes" or "no," of \$5 for each "no," with the ante going up after each round of questioning by the panel.

Betty Furness acted as moderator

round of questioning by the panel. Betty Furness acted as moderator of the session, with the panel consisting of actor Martin Gabel, actress Polly Rowles, and the husband-and-wife radio team of Bea Wain and Andre Baruch. Latter pair provided a sideshow of their own via their family cracks, styled after their longtime WMCA, N. Y., disk show, "Mr. & Mrs. Music." In all, panel made an interesting group and gave the show a party atmosphere. Miss Furness handled her assignment nicely, except for one slip on the transcription in which she referred to its being the "afternoon" while the show was being played off at night.

played off at night.

Secretaries themselves proved no less an interesting group. Represented were the secretaries of Richard Rodgers, James A. Farley, Judge Samuel Liebowitz and Dr. Ralph Bunche, and the sidelights on their public (and a little bit private) lives made for interesting listening. Show has strong possibilities as a permanent series, for radio or television.

Chan.

Alistair Cooke once made the shrewd observation that. While Americans crouch forward while listening to a radio program, the British tend to lean backwards. This relaxed school of radio programming is nicely illustrated in London Column, the series of 15-minute documentary essays produced by the BBC, which ABC, Radio has been using as a summer replacement for "The Alistair Cooke Program."

Cooke Program."

On the third of these glimpses into English life heard last Sunday (28), the BBC attempted to analyze in dramatic form "The Anatomy of the British Film." It was a leisurely, graceful work, singularly-free of the jingoism or pugnacity one would expect of a country boasting of its visual art, it was ready to concede that the U.S.

38th PARALLEL—USA
With Will Rogers, Jr., narrator;
Tom Scott, guests
Producer: Al Morgan
60 Mins., Fri. (26), 9 p.m.
CBS, from N.Y.
This cult beautiful and the second sec

CBS, from N.Y.

This full-hour airer, fourth in a series of pubservice programs planned by CBS Radio's director of public affairs, Stuart Novins, was timely, pertinent and all-revealing as well as entertaining (in the loftier sense). Presented last Friday night (26) to mark the third anni of the start of Korean hostilities, under the sensitive guidance of producer Al Morgan, the airer wasn't the usual documentary of impressions from our forces on the 38th parallel in Korea.

tary of impressions from our forces on the 38th parallel in Korea.

Instead, one heard a story about the same 38th parallel, but in the U.S., cutting across the heart of America through 12 states from California to Maryland. Froin people living on this parallel, in Navada, Colorado, Indiana, Kentucky, the producer found folk intimately tied up with events in Korea. Their kin, had fought or were fighting in Korea; some had died and were buried there. The program's message was plain and incisive—the 38th parallel in Korea has entered the lives of everyone on that parallel; what happens to people anywhere in the 20th century affects people everywhere.

There were brief interviews with people in the Frisco, waterfront, in San Joaquin valley, in Utah, in Illinois. A California wife talked with her husband in Korea, GI's in Korea with relatives on the U.S. 38th parallel taped messages for home. A midwest college president on the parallel discussed the Korean vets back on campus and what better students they were. A far west woman who lost kinfolk in the war, wanted the war continued till Korea was united; another wanted the truce and her loved ones back.

These were simple, honest, runofemill. Americans.

These were simple, honest, run-of-mill Americans, some with Spanish, foreign, southern, mid-western accents. They spoke plain-ly, emotionally but never falsely western accents. They spoke plain-ly, emotionally but never falsely or hysterically. Narration by Will Rogers, Jr., was in the same vein, unvarnished, not hypoed. Tom Scott played and sang the back ground music he composed, and this retained the essential simplithis retained the essential city and effect of the program.

Bron.

HEADLINES & BYLINES With Al Burns, others 15 Mins.; Mon.-thru-Frl., 6 p. m. BLUE CROSS & BLUE SHIELD WPTR, Albany

Novel type news program, orig inating in The Times Union con-ference room with staff members broadcasting excerpts from stories they have written for following day's edition; and with Al Burns, of WPTR, as integrator, has landed a sponsor after a year on sustaining. It is still a listenable quarter-hour, although some of the sheen has rubbed off, due principally to the interjection of kidding by several reporters. Seldom amusing to dialers, the joshing dulls the sharp edge of news and even causes fluffing. The informal note should be retained; the joking eliminated forthwith. broadcasting excerpts from stories

should be treasment eliminated forthwith.

Format calls for highlights of latest wired news, by Jim Davies, of paper's desk, the listing of story assignments by City Editor Con Heffernan, broadcast by six to-eight reporters, and a national-international wrapup by Burns. The latter pictures himself as traveling about the newsroom. On occasions, dramatic tension builds as a story unfolds while program is in progress.

Jaco.

performers had more dash, but theirs tried to stress character acting, to capture life as it really is. The best paut of the program was devoted to replaying sound tracks of films which suggested most a distinctively British flavor. Among them were Sir Laurence Olivier, rolling out the periods of "To be or not to be" from "Hamlet"; the "sensible" love scene from Noel Coward's "Brief Encounter"; the restrained school-master from "The Browning Version"; the many-faceted Alec Guinness parading his characters from "Man In The White Suit," "Lavender Hill Mob" and "Kind Hearts And Coronets"; and the zither theme from Carol Reed's "The Third Man."

One of the pleasantly modulated voices heard made the telling point that Britain, too, had its crop of run-of-the-mill B pictures, and that the films culled from were special showpieces. By using this objective, low-key understatement, the BBC offers in "London Colnam, with each of the 10 sponsoring colleges and cultural organizations picking up tab for its own series. Curriculum will be varied band adult, running from Catholic ready to concede that the U.S. the BBC offers in "London Collegion to National Art Gallery's British were more convoiced from the propagatory of symphonic literature."

Surely, graceful work, singularly of run-of-the-mill B pictures, and free of the jingoism or pugnacity that the films culled from were special showpieces. By using this constitution of a country special showpieces. By using this constitution of the pingoism or pugnacity that the films culled from were special showpieces. By using this control was objective, low-key understatement, ready to concede that the U.S. the BBC offers in "London Collegion to National Art Gallery's British were more convoices of ganda in its most palatable and discussion of symphonic literature."

From the Production Centres

NEW YORK CITY . . .

Eldon Hazard, CBS Radio research director, celebrated Father's Day prematurely by shooting 79 on the golf links. Two days later 233 Mrs. Hazard gave birth to a girl, seven pounds nine ounces. Donald M. Crawford appointed coordinator for RCA International Division associated companies in Argentina, Australia, Brazil, Canada, Chile, England, Greece, India, Italy, Mexico and Spain. Roy Shults, account exec with CBS Radio Spot Sales, leaving July 5 for Florida retirement. Mel Spiegel, Godfrey flack, off to Canada this week for two-week vacation.

While 20th floor offices are being redecorated, CBS prexy Frank Stanton had set up shop at the St. Regis hotel, N. Y. Stuart Sherman, board chairman of Sherman & Marquette agency, has written a book about a recent trip to Mexico tagged. The Artec Two Strp' Chesterfields renewed Les Griffith's daily news show on ABC. WHLI airing the four-program dramatic series, "Theatre of Life." produced by Himan Brown for the United Jewish Appeal. Jacques Fray moves his classical disk show into afternoons on WQXR, with station putting. "Travels in Music" into evening time Fray procentited. American Association of Advertising Agencies announced election, of Charles Tombras & Associates of Knoxville to membership. WNYC preeming "Speaking of Music," half-hour feature with soloists of the Stadium Concerts playing and commenting on their own recordings. Tyrone Power to read the Declaration of Independence as the highlight of WQXR's observance of Independence Day, July 4. Station will air works of American composers only during that day:

Harold B. Day, WABC sales staffer, reelected president of the Colgate U. Alumni. ABC expanding "Little League. Clubhouse" to a half-hour. Shirley Eggleston into the "True Story" cast Thurday (2). Ivor Francis and Neva Patterson of "Seven Year Itch") added to "Our Gal Sunday". Amazie Strickland new to "Romance of Helen Trent". In new "Lorenzo Jones" sequence are Gertrude Warner, Jan Miner, Peggy Sanford, Alan MacAteer, Robert Pollack and Don MacLaughlin.

Henr

IN SAN FRANCISCO . . .

Dawn Addams radio-Tvisiting during p. a. for "Moon Is Blue" Ventriloquist Bruce Sedley, of KROW's "Nick and Noodnick" team entertained (24) at Childrens' Hospital . . Due to crowded studio conditions, KPIX moved its promotion-publicity offices to an apartment house next door . . KFRC's Dean Maddox aired his amafeur sesh '27) from Hoberg's, Lake County . Nancy Reinike resigned as writer of KCBS' Jane Todd show to move to Hollywood . . Miriam Garland resigned from station's script department for a tour of Alaska . . . KYA's Ben Sweetland on a tape recording jaunt of the continent . Singer Nancy Harp to marry KPIX floor manager Jack Fleming, July 12 . . . KGO's Ann Holden hospitalized by fall . . Doug Pledger added another hour to his KNBC schedule making his air time 12 hours, 40 minutes a week! . . Bill Sweeney, Julie Mason and Harold Zollerman, members of KFRC's "Breakfast Club," gave special performance for the Lions Club of Petaluma (25).

IN CHICAGO . . .

Norman Ross, Jr., to do "Olson Travel Show" on Sat. mornings on WMAQ starting July 4. Ernie Simon airing a daily 15-minute sports comment show via WGN in the 10:45 p. m. slot., Robert D. Peel, ex of WFRX, Frankfort, Ill., to WIND as production manager. "Breakfast Club" auditioning replacements for chirp Peggy Taylor who is off for a try at New York on July 24. Donald Ansel new flack staffer at WBBM. ABC newscaster Paul Harvey to air his July 2 and July 3 shows from Reading, Pa. NBC's first femme announcer in Chi, Nancy Terry, to emcee a chitchat show on doings in the Windy City starting July 6. ABC to carry Austin Kiplinger's news reporting each evening for 15 minutes starting July 12. WMAQ's "Uncle Ned's Squadron" show emcee Norb Locke cited by the Illinois Wing of the Air Force Assn. Sherwin Robert Rodgers & Associates ad agency celebrating fifth anni with a move to larger quarters. Dominic Quinn from WFDF, Flint, Mich., to WIND as production staffer. WBBM remoting a giveaway show from lobby of a loop bank with Jim Conway as emcee. Harry Creighton airing Chi's earliest sports review show 5:45 p. m. daily on WGN. WITH, Baltimore, staffers Robert C. Embry and Jack Parks hosts and Chi time buyers guests at a luncheon at the Drake Hotel last week. Joe Wilson booked to describe play-by-play of Big Ten and Notre Dame football games this fall via WMAQ. "Breakfast Club" gang spotlighted in feature story in September Cosmopolitan. Lillian Haeck back at her desk at Les Lear Prod. following hospitalization due to injuries sustained in an elevated crash. Jimmy Duffy transferred from ABC sales promotion staff to that web's Central Division radio net sales. Norman and Jean Kraeft doing a daily husband and wife farm chitchat show via WGN.

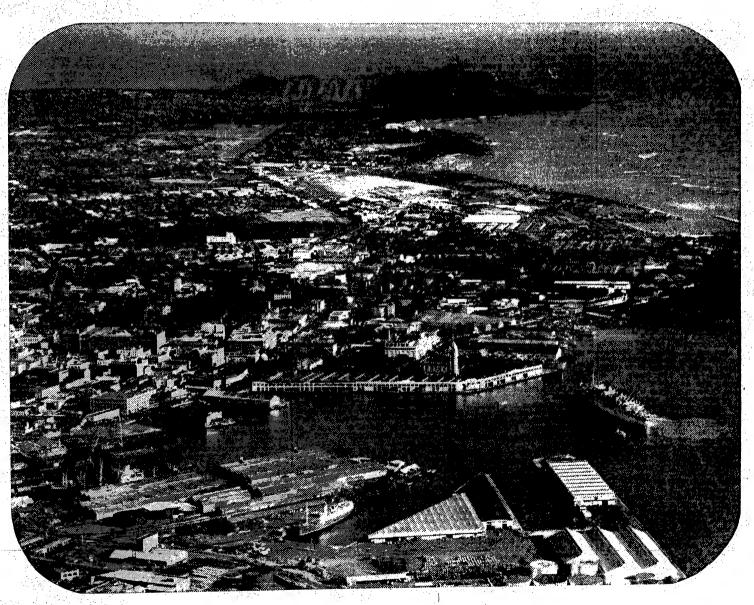
Sam Elber has been named assistant to William B. Caskey, general manager of WPEN, heading both promotion and program departments. Jules Rind will become feature director in charge of news, sports and special events coverage for the same station. Bob Knox, W1BG commentator, has been named Philadelphia representative to the West Coast convention of AFTRA: Camden baritone Eddie Roecker, currently featured in "The New Moon," at the Lambertville Music Circus, launches half-hour program on WFIL-TV, July 6, with Ace Pancoast as his accompanist on both piano and organ. Show tabbed "Eddie Roecker Sings" will offer musical comedy numbers Fireworks display at The Evening Bulletin's annual Fourth of July party will show "I Love Lucy's" Ricky, Jr., rocking in a cradle, while Lucille Ball and Desi Arnaz are heard via the public address system. Dr. Roy K. Marshall, education director-of WFIL and WFIL-TV, was presented with a portrait of himself painted by Furman Fink and commissioned by the Fine Arts School of Temple University, in recognition of his work with the "WFIL-TV University of the Air."

IN PITTSBURGH . . .

Jack Simon has been upped from floor man to a director's benth at WDTV... Rege Cordic and Diane Dunden, both of WWSW staff, have set the date—Aug. 10. They'll fly to the West Coast for their foneymoon. Dorothy Daniel, Janet Ross, Wendy King and Rachel Adler, associate editor of TV Digest, will alternate as panelists on leevee's "Ask the Girls" with Catherine Copeland while Helen Wayne Rauh and Dorothy Randall are on vacation. . Tom Johnson and Dor Faust, two of the owners of WENS, the new UHF channel, were amorg (Continued on page 32)

Channel 11 Honolulu, Hawaii

on the air June 24, 1953 as the most powerful television station in the Islands...



joins the distinguished TV stations nationally represented by...



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KSO-TV St. Louis
KPTV Portland, Ore.

KONA Hunglalis

Television Followup Comment

About the only thing Wechsler and Schmidt agreed upon was that a book should be judged by its content, not, by its author. This they both feel it was foolish for the State Dept. to purge from America's overseas libraries such books as Dashiell Hammett's "The Thin Man" and Whittaker Chambers' "Witness."

as Dashiell Hammett's "The Trin Mann" and Whittaker Chambers "Witness."
Schmidt made the point that we should beware of two extremists—those fearful of all books and those who have no fear of some books. "Some books should be burned, he said. "Some books a teacher shouldn't touch with a 10-foot pole. We shouldn't tea a professor at Vassar have his girls read books on prostitution. And just imagine the scandal if we sanctioned Communist books that say that plutonium looks like cream cheese?"

One of the few points made by Rughes, was: "A private individual can burn a book of his own if he wants to. But the Government has no moral or legal right to control reading."

Wechsler argued that any form

can burn a book of his own in the wants to. But the Government has no moral or legal right to control reading."

Weehsler argued that any form of book-burning reflected despotism. In his Dartmouth speech, he said, President Eisenhower was expressing the deep American tradition that our libraries should be monuments to free and conflicting ideas. "I submit that every idea—even Communism—has the right to be exposed in the free marketplace of debate," he said.

Schmidt maintained it was "suicidal" and "stupidity" to take Communist writings and offer them to Europeans "on a silver platter." He asked; "Why do you want to shut up McCarthy? You so-called liberals are just as intolerant of the book-burners as they are."

Weelister replied he had no wish to shut up McCarthy or anyone else with whom he disagreed, and indeed, would fight for their right to debate with him freely in a forum. But he was strongly opposed to those who set themselves up as book-burners, assuming that only they could determine for others what is good and what is evil, what is controversial and what non-controversial. He urged the censors to take to heart Justice Oliver Wendell Holmes' credo. "The wise man's first, premise is that he is not God."

Paul Muni, with his vitality and remendous acting skill all still in-

"Life in New York," The Sunday afternoon WNBT-Life mag show, though on the air now for nearly two months, remains an unfulfilled presentation in capturing the tempo and the heartbeat of the great metropolis. Last Sunday's (28) 45-minute installment was a case in point. It was designed as a visual decumentation of three case in point, It was designed as a visual documentation of three "love letters to New York"— an F.P.A. (Franklin P. Adams) paean of praise; a Brooks Atkinson discourse on the after-dark Times Square pulse and throb, and an excerpt from Irwin Shaw's short-story classic of girls in summer dresses parading Fifth Ave. For TV marquee values such personalities as John Baragrey, Arnold Stang and Mary Stuart were integrated for commentary, along with principal narrator. Ben Grauer. What emerged from it all, how-

grated for commentary, along with principal narrator. Ben Grauer.

What emerged from it all, however, was something less than inspiring; in fact, too many moments of dult viewing. To supplement the missives of rapture for Manhattan were the inevitable footage of Times Sq. at night; department store mobs, the frustrations and joys of a career girl, a watchmaker located in Grand Central Terminal—certainly enough diversification. But for the most part it "played!" like a filler in a film house. The footage (if, at all, shot for this particular series) might just as well have been dusted off the film library shelves. It cried for some offbeat pictorial flashes rather than the cliche material, but they never materialized. The recorded background music, always a vital component to help capture the mood of these documentations, gave off the same impression of casing, through an assignment without the meticulous care and synchronization that were sorely needed. "Life In New York" remains a good idea for TV projection. This isn't it.

"Mono-Drama Theater," Du-Mont's unusual daviting formet formet.

liberals are just as intolerant of the book-burners as they are."
Wechster replied he had no wish to shut up McCarthy or anyone else with whom he disagreed, and indeed, would fight for their right to debate with him freely in a forum. But he was strongly opposed to those who set themselves up as book-burners, assuming that only they could determine for others what is good and what is evil, what is controversial. He urged the censors to take to heart Justice Oliver Wendell Holmes' credo: The wise man's first premise is that he is not God." Rask.

Paul Muni, with his vitality and tremendous acting skill all still intact, made his vidilim debut Thursday (25) on NBC-TV's "Ford Theate," Unfortunately, Muni, remembered so vividly for his portrayals in the motion pictures "Life of Louis Pasteur." Emile Zola," "Juarez." "Scarface," and "I Am Fugitive From A Chain Gang, "Stereon Gems Productions, daneller as the video vehicle for his talents,

The Screen Gems Productions and and its own staffers' newsbeats drawally by produce-director Arthur Dreclass, was neither particularly good, nor particularly food, and particularly food in the motion pictures "Life of his lalents," "The People Vs. Johnston, adapted by Jerome Gruskin from an original story by produce-director Arthur Dreclass, was neither particularly good, and particularly food in the soury of the contrived plot.

Nevertheless, it was a pleasure to watch a genuine legit pro in action. Muni, in a handsome black moustache and looking remarkably youthful, played a defense lavyer—on the kind he, portrayed in Elmer Rice's "Counsellor At Law," but more of a Perry Mason-style grandstand performer. Using the ballisties evidence of a bullet shot through a model's dummy in the courtroom and a slate to frick the real murderess into signing her and murderess into signing her real murderes

James A. Wechsler, editor of the N.Y. Post, and Godfrey P. Schmidt, Fordham U. law professor, both presented their views on book censorship with fierce and articulate conviction last Saturday (27) at the conviction last Saturday (27) at the conviction last Saturday (27) at the conviction last Saturday (27) and the other protagonist pausing for levity as they tilted worbal landes over the question, "What is behind President Eisenhower's speech on book-burning?"

Moderator-producer Don Passante and the other panel participant, WOR-TV's news commentator John B. Hughes, served as little more than silent bystanders. No mention was made of the fact that Roy M. Cohn and G. David Schine, Sen Joseph McCarthy's aides for the Senate Permanent Investigations Subcommittee, had ducked out from making a scheduled appearance, after learning that Wechsler was to debate on the panel.

About the only thing Wechsler

Robert Q. Lewis substituted on CBS-TV's. "Arthur Godfrey And Ilis Friends" last Wednesday (24), and The Ge'er was in as fine a fettle as he's ever been, fettling niftily in the hoofology, piping and clowning departments. However, like the other entertainers who've doubled in brass for the G, on the show, including Jackie Gleason, Ed Sullivan, Perry Como and Paul Winchell, the one art in which Lewis can't equal Godfrey is that of kidding the Toni and Chesterfield commercials. It seems that only Godfrey himself is capable of that regally informal less majeste.

Aided by some tricky lyrics dreamed up by Freddy Elton, Lewis was particularly delightful as he whammed into the goofy ballads, "What Is The Q in Robert Q?", "I'm Gonna Change My Name," "Gotta Get Out On The Floor" and "Ooh, Ooh, What You Do To Me." Ile also displayed a surprising agility as he joined Julius La Rosa and Frank Parker in an oldfashioned softshoe piece of vocalisthenics, "La Rosa, Lewis & Parker," in which young La Rosa was offtime, Parker fluffed a line, but Lewis was swiftly on the beam.

The emcee with the hornrimmed specs, better known for his amiable gag routines in the manner of Jack Paar or Steve Allen, participated in a running situation comedic bit that had them howling. Pretending to be a Hooper telephone surveyor, he called up various nutty TV viewers, hoping that they'd be tuned on to his show. Instead, he got sizzled with insults. The patter wound up pleasantly with Lewis indignantly making one last phone call, only to hear a tape-recorded big hello from Godfrey himself.

Lewis introed the rest of the Godfrey friends with his customary savvy and they delivered in a like manner, including La Rosa piping "Just Another Polka" with his fresh, mother's boy charm; Janette Davis doing a torrid, "Send My Baby Back to Me" Haleloke in an okay version of "Moonlight and Shadows" and The Mariners (4) in sock harmonizing of "My One And Only Heart." Archie Bleyer and his orch supplied their usual lush backing,

Last Sunday's (28) substitute for the vacationing Ed Sullivan was Tony Martin, who did a smooth job of serving up some highly palatable summer entertainment on CBSTV's "Toast of the Town." Accent was on comedy and music, and a good lineup of acts moving at a quick pace made the session pleasant warm weather viewing.

Martin, whether singing or emecking is an ingratiating performer, and aside from a bit excess plugning of Bill Miller's Rivera, where he's appearing, and a curtain

and its own staffers newsbeats translated as potent public relations. The Screen Gems Productions drams are started by Arnee Nocks, the TV and original story by producer-discreted by Arnee Nocks, the TV and original story by producer-discreted by Arnee Nocks, the TV as an original story by producer-discreted by Arnee Nocks, the TV as a pictual protector Arthur Drethuss, was neither particularly good, nor parti

foot-to-foot catch, from a bar, of the man by the gal.

Mercury Records' Richard Hayman came on to simulate his hit recording of "Ruby," and with the backing of the Ray Bloch orch and an unbilled dance trio in the backreground, scored nicely. Comic Joey Foreman was okay with impressions of American statesmen, but was solid with his bit on the Kefauver Committee (strange howeven after two years, impact of the televised hearings on the public still hasn't worn off, and probably won't for a long time to come).

Edna & Waldo still remain one of the top comedy dance teams in the business, and their hesitant, waddling bit retains its freshness after repeated viewings. Encore gave them a chance to do some straight stuff, and his taps and splits and her remarkable tapping on points were socko.

Roberta Peters, in the closing spot, only did one number, 'Mightingale," and selection seemed an unfortunate choice, despite fact that it provided a showcase for her range. The flute challenge business is a bit outdated, and she would have done well-to pick either a well-known aria or something in the modern vein. Nonetheless, she did an effective job and was easy on the eyes.

Production trimmings were well up to "Toast" par and camera work on show was above the usual high standard. And those filmed Lincoln and Mercury commercials continue to be highly appealing.

To mark the season's finale last Sunday (28) "Hallmark Hall of

To mark the season's finale last Sunday (28) "Hallmark Hall of Fame" came forth with an original telemusical on NBC-TV that gave evidence of a larger potentiality were it not limited by a 30-minute framework. Under this severe restriction "The Mercer Girls" still looked like one of the better tuneshow tries in the medium. The Poor Pray lyrics, meaningful and punchy, and the Albert Hague music, a bit reminiscent but lusty, were grooved over most of the segment; the book itself, also by Poor Pray, was par for the course, this being the chief victim of the time element.

Sarah Churchill, star of the series, was called upon for a couple of songs and acquitted herself, well in that department considering that her main talents seems to lie in another direction. She was cast as one of the troupe of eastern girls invading the Seattle frontier in 1864 to find themselves husbands in the territory at the behest of a ploneer settler named Asa Mercer. The thin story revolved

ter in 1864 to find themselves husbands in the territory at the behest of a ploneer settler named Asa Mercer. The thin story revolved around he competition between two men of the town for her "hand in marriage."

Even when figured in its locale and period and the fact that it was based on what was stated as a true incident, the playout of this theme was strictly for the orioles, though ont bad hot weather stuff. It was in the vocal workouts, both solo and grouped (aided by members of the Fred Waring Glee Club that the show made its big bid for interest. Lively in the too-brief proceedings was nitery singing comedienne Bibi Osterwald, and others featured in a troupe of good voices were Stephen Douglas, Robert Wright and Peter Birch. The orchestral direction by Roy Shields was of high calibre through our hout. Albert McCleery capably directed a large cast. which also included Lloyd Buckley, Walter Donahue, Evelyn Ward, Renee Orin, Rosamund Vance, Vin Kehoe and Alan North, Trau.

"Kraft Television Theatre" over

which to him represents security. He holds on to his savings until a crisis arises that threatens to destroy one of his sons. Then, although he differs with the latter's views, he sacrifices his money to safeguard the son's right to free speech. Dana Thomas penned a neat and intelligent script that rarely struck a false note and provided a very adequate vehicle for the assembled talent.

Truex's complete mastery of the medium along with the utterly husman quality of his performance make him one of the top players on the air. He was given very able support by Miss Field as his wife long-suffering and yet a woman who, after years of happy narriage, knows how to handle her husband.

Joey Walsh as the younger son and Denise Alexander as a teenager out to "get" her man made a delightful team and Holland's directorial touches helped to give their scenes a believable quality of awkard youth first experiencing an attraction for one another. Miss Alexander has ability and she's easy on the eye, so TV will probably see more of her. Walsh conveys an appealing freshness. Like Truex, he relies as much on the camera for effect as on the spoken word.

Joe Maross took the part of the elder son a veteran with procase.

camera for effect as on the spoken word.

Joe Maross took the part of the elder son, a veteran with progressive views that don't sit well with his father's political associates. Janet Degore as his financee disappointed, which was probably as much the script's fault as her own. Her exchange with Maross, in which she asks him to marry her since she is no longer willing to wait for him, lacked logic and destroyed audience sympathy for the character. Quality of the entire show should assure it a steady summer audience. One keeps wishing that the Kraft people would see fit to pull a switch on those commercials. They carry strictly femme appeal and, even if that's the intent, could see some fresh ideas.

In its first film effort in the cast.

In its first film effort in the east, ABC-TV teamed with Rockhill Productions to make "Jetfighter." which was presented Sunday night (28) as the last in the "ABC Album" series. Half-hour film, which will be used as a pilot for a future series (if it can be sold), was a toplevel-job, in all departments, combining a timely semi-documentary approach with a cloak-and-dagger story to sustain and heighten audience interest all the way.

Albert Alley script filmed at Me-

tary approach with a cloak-und-dagger story to sustain and heighten audience interest all the way. Albert Alley script, filmed at McGuire Air Force Base in New Jersey with the cooperation of the Air Force, took as its starting point the recent attacks by the Russians on American jets over Germany. A jet with secret radar equipment is forced down on an abandoned airstrip in Czechoslovakia, and to prevent the Russians from getting to the secret, John Granger, a jet pilot, and Tige Andrews, a mechanic, parachute behind the Iron Curtain to repair and bring it out. That, briefly, was the story, but total effect, as directed by Jack Glenn, narrated by Jackson Beck, acted by Granger and Andrews and a very able supporting cast and filmed by Drummond Drury, made for a topnotch half-hour of viewing. Glenn's direction kept supense riding throughout, while Andrews especially did a highly realistic thesping job as the Air Force mechanic.

One of the highlights was the excellent filming, contributed by Drury, giving the viewers an excellent filming, contributed by Princeton Film Centre) was excellent, except for a few stork shots of an air battle which were a little blurry. Allen Duconey, as producer for Rockhill, and Dick Hopkins, exce producer for ABCTV on the film, rate kudos for an excellent film.

"Lux Video Theatre." whose dramas usually end in a froth if except for a few stork dramas usually end in a froth if expecting cast and which efford dramas usually end in a froth if expecting cast and which efford dramas usually end in a froth if expecting cast and store the second of the

"Lux Video Theatre." whose dramas usually end in a froth of sweetness and soap bubbles, offered a tragic character study of great originality and surprising depth last Thursday (25). The officer drama, "This Is Jimmy Merrill," was scripted by Bernard Drews & writer new to TV, but whose dialog is edged with an astringent bite. His story dealt with an aging 1a-dio commentator, Millard Mitchell, slangy, aware of having been "born a bum," equally proud of the sense

ing his listeners the truth. The news commentator, however, is faced with a moval crisis when his

(Continued on page 34)

GENERAL ELECTRIC THEATRE
(Ride The River)
With Broderick Crawford, Skippy
Homeier, Neville Brand, Virginia
Gregg, Helene Stanley; Red
Barber, announcer
Producer: Gil Ralston
30 Mins.; Sun., 9 p.m.
GENERAL ELECTRIC
(BS-TV, from N.Y. (film)

As summer replacement for the vacationing Fred Waring show,
General Electric is picking up the vacationing Fred Waring show,
General Electric is picking up the vacationing Fred Waring show,
General Electric is picking up the vacationing Fred Waring show,
General Electric is picking up the vacationing fred Waring show,
General Electric is picking up the vacationing fred Waring show,
General Electric is picking up the vacationing and dramatic series which teed off Sunday (28) with a fair westerner. This half-hour oftering was cast with a couple of solid Hollywood names in Broderick Crawford and Skippy Homeier, but the script managed to pack vacually every cliche in the book into this mustang meller, But the cliches are durable and they combined into a moderately entertaining entry.

Yarn revolved around the Pecos Kid (Homeier), a killer, who was being rode into town by a Texas

hined into a moderately entertained entry.

Yarn revolved around the Pecos Kid (Homeler), a killer, who was being rode into town by a Texas Ranger (Crawford) for a hanging party. En route, they run into a passel of Indians and the Pecos Kid heroically knocks off a sharp-shooting Comanche to save his and the ranger's wife who happen to be along. At the finale, the Pecos Kid makes his getaway without much resistance from the ranger who comes up the biggest chestnut of the show; he confesses to his vife that he's the brother of the Pecos Kid.

As usual, the commercials for GE are highly interesting with Red Barber handling the plugs in his customary adept style.

MASQUIFRADE PARTY

GE are highly interesting with Red Barber handling the plugs in his customary adept style. Herm.

MASQUERADE PARTY
With Douglas Edwards, Ilka Chase, Buff Cobb, Peter Donald, Ogden Nash, guests
Producer: Herbert Wolf Director: Lloyd Gross 30 Mins.; Mon., 9:30 pm.
GENERAL FOODS
CBS-TV, from N. Y.

(Benton & Bowles)
General Foods, shopping around for a summer replacement for Red Buttons, has come up with this panel show, and they're corraled a real sleeper. The Ed Wolf package is a highly diverting half-hour, rating year-round exposure.
Format is simple—a guest celebrity comes masqueraded in a costume giving a clue to his name. Each panelite is allowed five questions before the next member must pick up the thread, and the entire panel is allowed only five minutes to guess the identity of the guest. Money at the rate of \$1 per second, or a maximum of \$300, goes to the guest's favorite charity.

Entertaining elements in the show spring from the makeup of the panel, the format and the guests themselves. Panel consists of the over-enthusiastic Peter Donald, the calm Ilka Chase, the erudite and witty Ogden Nash and the excitable Buff Cobb. Their traits make for amusing situations—Nash, to everyone's surprise, turned out to be the Joe E. Lewis of the literary world in guessing the identity of jockey Ted Atkinson, who came dressed as Paul Revere.

Doug Edwards, another newscaster turned moderator, handled the proceedings with a firm but amused hand, and guests Jackie Cooper (whose pirate costume nobody guessed through) and Sen and Mrs. Ben Franklin) proved themselves the possessors of excellent senses of humor, as did Atkinson.

Show is light and frothy all the way.

Chan.

TALES OF THE CITY
With Ann Rutherford, Barry Nelson, Janis Carter, Gary Merrill,
Olga Baclanova, Robert H. Harris, others
Executive producer: William Dozier
Director: Robert Stevens
Music: Henry Sylvern
30 Mins, alternate Thurs, 8:30 p.m.
WILLYS MOTORS, INC.
CBS-TV, from N.Y.
(Ewell & Thurber Associates)
Ben Hecht, whose slickly professional writing in a popular vein through a number of media has won him some fame and much fortune, has elected to toss a honeyed cornball as his first offering in tele.
Initial production of "Willys"

won him some fame and much fortune, has elected to toss a honeyed cornball as his first offering in tele.

Initial production of "Willys Theatre," subtitled "Ben Hecht's Tales of the City," which preemed last Thursday (25) and will be seen on alternate Thursdays, was a bit of incense burned in honor of the popular, myth that New York has a heart. This vein, of course, has been well mined by the sentimental cynics along Broadway.

As Hecht himself put it, as the off-camera narrator (with authentic Gotham accent) who introduced and closed the dramatic story: "New York is a wasteland with a price tag for a soul and a neon light for a heart."

In the play, a once would-be actress (Ann Rutherford) revisits the big city with her Des Moines hiusband (Barry Nelson). She has fibbed about knowing theatre greats. He plans a surprise party of the legiters. They all respond by pretending to know her. "You can divorce me," she confesses, "I lied about them." He says something about daydreams delayed in coming true. Clinch, It's a wonderful town.

Of the players, Gary Merrill, as a playwright and director, came off best, projecting some, life in a bloodless play. Miss Rutherford was saccharine to fit her lines, while Nelson, Janis Carter and a miscast Robert H. Harris never had a chance. Olga Baclanova was a kind of feminine reminder of Lionel Stander, who appeared in many of Hecht's pix.

Highlights of the production were the amusing film shots of NY, which opened the show, the skillful filmed sequences fitted by director Robert Stevens into the major live portion, the Kim Swados set bringing to life a crowded Italian restaurant, and Henry Sylvern's original musical score.

Bob Williams, who is becoming a familiar face with the many commercials he's handling, handles the Willys plugs (both live and animated) with a straightforward pitch.

Providency Hardest Well

Service Hardest Well

Providency Hardest Well

TV's TOP TUNES
With Helen O'Connell, Bob Eberly, Ray Anthony Orch; Tony
Marvin, announcer
Producer: Lee Cooley
Director: Ib Melchior
15 Mins; Mon. Wed. Frl., 7:45 p.m.
LIGGETT & MYERS CBS-TV, from N, Y.
(Cunningham & Walsh)

VARIETY

(Cunningham & Walsh)
Once the plug for Chesterfield cigs find their proper place, this show promises to shape up as a solid summer replacement for Perry Como. This is another pleasant musical session with a relaxed quality and some ace performers in singers. Helen O'Connell and Bob Eberly and bandleader Ray. Anthony.

The plugs, however, are poured on to the over-saturation point. On the kickoff stanza (29) for this series, there were some half-dozen! commercials, including the opening 'Sound Off' theme, a couple of straight pitches by announcer

ing "Sound Off" theme, a couple of straight pitches by announcer Tony Marvin and several incidental commercial comments by the stars of the show. And because the show ran a bit short, there was a long 30-second shot of a Chesterfield pack at the finale.

The musical continued to provide the show ran a bit short, there was a long 30-second shot of a Chesterfield pack at the finale.

30-second shot of a Chesterfield pack at the finale,
The musical portion was neatly presented. Miss O'Connell delivered the oldie. "I've Got The World On A String," with a balloon map as a prop and Eberly followed with the current click, "I'm Walking Behind You." "The Bunny Hop." illustrated with hoofing by Anthony and a dance crew made a fine instrumental interlude, and Miss O'Connell and Eberly, who were both vocalists with the old Jimmy Dorsey orch, closed with their old hit, "Amapola." This, incidentally, is an all-Capitol. Records layout. Herm.

This, incidentary, is a Records layout.

Records layout.

Records layout.

Producer: Eric Blau
Director: Lee Polk
30 Mins.: Sunday, 10:30 a.m.

WORLD NEWS LETTER
DuMont, from N.Y.

Ray Doty attempts a rather large order on this Sunday morning kiddle display. He's not only an illustrator, but a story teller, comic as mercial spieled and an entertainer, for an early faculty of being able to illustrate a story almost as rapidly eleas it's being told him.

The process of making his drawings, is, interesting to watch and they come off with an easy charm. It's unfortunate that he doesn't give the audience sufficient time to appreciate the art work upon its completion. He tears off the sheet too quickly.

Doty interviews guests and at show caught, a dancer related an anecdote which he illustrated with rapidfire technique. He told a story himself which he made more vivid by way of his artwork and he instituted a contest asking for character drawings. In short. Doty is playing all the angles to keep the kiddies interested. He seems to be doing it successfully.

Commercials are on behalf of the Two-to-Five World News Letto world events.

Jose

CURBSTONE CUT UP

With Ernie Simon, Frann Weigle,

ARTHUR MURBAY PARTY
With Kathryn Murray, Gisele MacKenzie, Melvyn Douglas, Walter
Slezak, Steve Allen, Dominique,
Allie Reynolds, Ed Lonat, Mickey
Mantle, others
Director: Bert Shevelove
BRISTOL-MYERS
30 Mins., Sun., 9:30 p.m.
(DS-TY., from New York
(Doherty, Clifford, Steers &
Shenfield)
It seems that nothing can keep

s Shenfield)

It seems that nothing can keep the Arthur Murrays from throwing a party. It it's not on one netical work it's another. If they're not footing the bill themselves someone else is picking up the tab. This time out they're summer replacing the Keh Murray and Alan Young shows but he CBS lanes with Bristol-Myers' laying out the loot for the weekly shindigs.

And no matter who's sponsoring or who's telecasting, the Murray's parties are all alike. Mrs. Kathryn Murray continues to hostess, name guests continue to be amazed that she's really a grandmother despite her trim figure, and the Murray dancers continue to prance around in some uninspired ballroomology. The guests are generally divided into two classes—those who stand around and those who perform. On the preem party Sunday (28) the stand-arounders were Walter Sfezak. Melvyn Douglas and Steve Allen while the performers were Gisele MacKenzie and Dominique Guests who fell into neither category were Yankee ballplayers Allie Reynolds. Ed Lopat, and Mickey Mantle. All that can be said of them is that the Yankees dropped their seventh straight ballgame that afternoon and manager Casey Stengel would be doing baseball fans and televiewers a turn if he kept 'em home at night,

Miss MacKenzle topped the guest lineup with a neat warbling bit. She's a wholesome looker with a warm piping style and she hit solldily with a workover of "Waterm e lon Weather." Dominique, French pickpocket turn, moved fast and furiously through the guests' pockets lifting wallets, watches and assorted jewelry, Intimacy needed for clicko impact was missing in this tole display but hints of his dip artistry were evident.

As an added fillip the stanza closed with a mystery dance requesting listeners to name the dance via postal cards and winners will receive two free terp lessons at the Murray studios. The dance was a raucous can-can routine and viewers were to indicate whether it was a "Guare dance," a "Casile walk" or the "can-can." At this rate the Murray studios. The dance was a "s

REVLON MIRROR THEATRE

With Eddle Albert, Georgiann Johnson, Henry Jones, Ann Shoemaker, Truman Smith, Carlotta Sherwood, Lorna Lynn Producers: Donald Davis, Dorothy

Shoemaker, Truman Smith, Carlotta Sherwood, Lorna Lynn Producers: Donald Davis, Dorothy Mathews
Director: Daniel Petrie
Writer: David Shaw (from the William March story)
30 Mins; Tues, 8 p.m.
REVLON-PRODUCTS CORP.
NBC-TV, from N.Y.
(Weintraub)

If the plays following "The Liftle Wife," which was the premiere offering of "The Revion Mirror Theatre" last Tuesday (23); stack up as expertly as the first and with, the all-around surcess of touch, there should be little question of it—this new half-hour series is a major entry in the tele dramatic field.

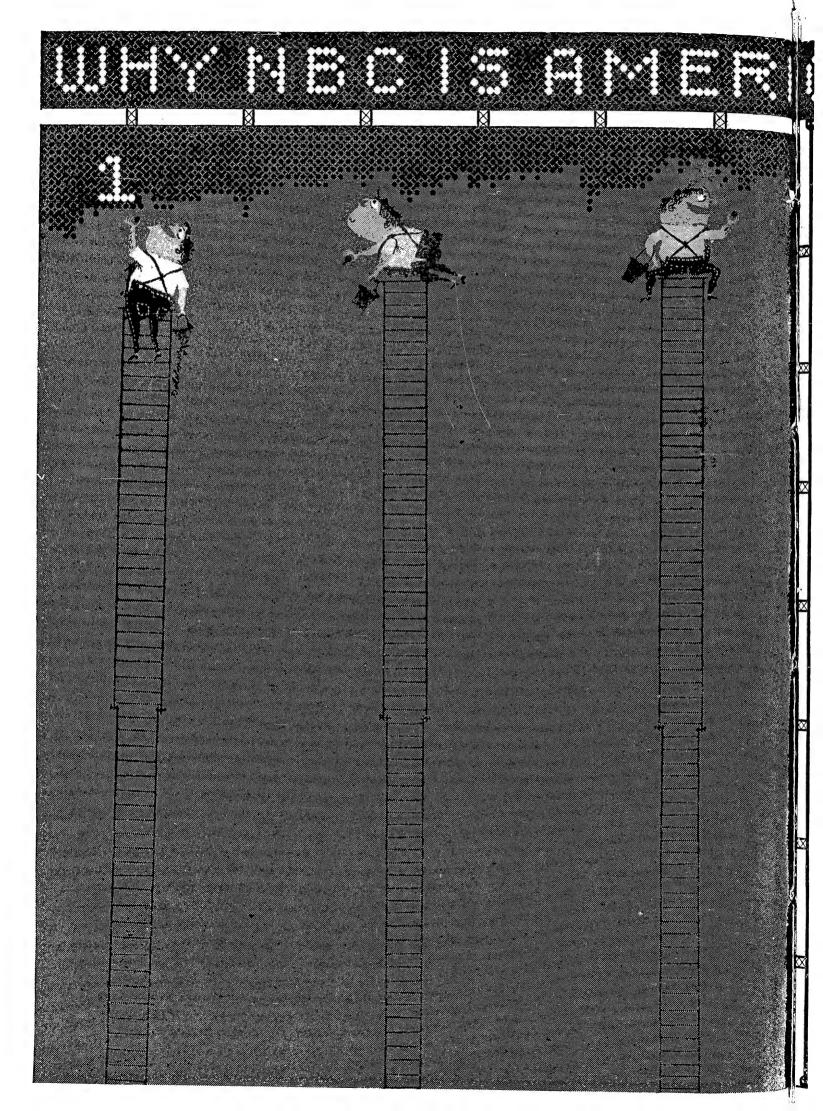
"Wife," though a stark play was a happy fusion of several mature talents, particularly those of scripter David Shaw, the thesp leads Eddic Albert and Georgiann Johnson, and director Daniel Petric. Shaw has written an updated, sensitive and moving adaptation of the old William March short story, a grim classic in which a small time hardware drummer, hurrying home to a wife dying in childbirth, fights off his grief with remembrances of the happy past and cheefful small talk, with fellow train passengers, of a wishful future.

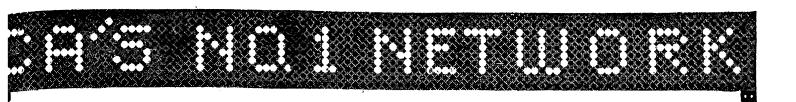
As the salesman, Albert played faultlessiy. He was a simple human being who, on the verge of cracking under the trasedy of his life, postpones fate's decision while he can, tearing up, for instance, a telegram, without reading it because it might confirm bad news.

Appearing in two flashbacks at the salesman's wife, Miss Johnson was no less convincing and and server.

news.

Appearing in two flashbacks at the salesman's wife, Miss Johnson was no less convincing and surd than Albert. Both Albert and Miss





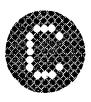
During the next twelve weeks, NBC will use this space to provide the facts that will enable you to examine the essentials of network superiority. In the process we will use established, fully accepted data and will clearly label our sources.

In place of exaggeration, NBC will offer fully documented facts. Instead of citing an exception to prove a point, NBC will tell the full story. In case after case you will be given complete *proof* of the real values that have earned for NBC the enviable position of America's number 1 network.

NBC's purpose is to set the record straight... and keep it straight.







TELEVISION

a service of Radio Corporation of America

SOURCES: Nielsen Television Index, January-April, 1953, Averages, **NOTE:** The accuracy of the above data has been verified by the A.C. Nielsen Company

*No comparable daylime network service

Television Chatter

New York

Bill McCutcheon and Bob Downing mulling a 15-minute tele format with latter as straight man to former's comedy. As that kind of team, the two aroused agency interest in a couple of "Captain Video" appearances. Bill Lauten resigning as NBC business publicity manager end of this week. Jay Barney, Judge Cool in the Circle in the Square "Grass Harp, featured on Kraft tonight (1) and on Revlon Mirror Theatre July 7.

Robert A. Fuller, WCBS-TV

N. Y. flack chief, and family off for two-week vacation at West Booth Bay Harbor. Maine, with father. Ralph Fuller, creator of comic-strip "Oaky Doakes," sob was model. for the "Doakes," character, which MCA has puppel-packaged for tele both in monochrome and color.

Bill McAndrew, NBC manager of news and special events, off on a European business trip July 7. Itell check with net's news chiefs in London, Paris, Germany and Rome, and expects to be back Aug. 14. Will Hussang, the TV actor, into "Crucible" legiter. Shwayder Brothers, Inc. (Samsonite luggage) has bought a 10-minute segment of "Your Show of Shows," beginning in the fall . Mona Kent, Dr. Frank J. Black, Kenneth B. Umbreit and Sanford Schwarz Bill McCutcheon and Bob Down ing mulling a 15-minute tele format

have formed Kent-Black Productions to produce a weekly telefilm dramatic program, in which music will share spotlight with story.

Leavitt J. Pope, assistant to WPIX general manager, also named operations manager also named operations manager. Conrad Janistook over title role on DuMont's "Jimmy Hughes, Rookie Cop."

Martin Magner directing "The Goldbergs" when show returns on NBC-TV Friday (3). Bob Graham of NBC press leaving next week to become a Providence Journal editorial writer. A former Boston Herald reporter, Graham won prominent mention in The New Yorker's "Talk of the Town" a fortnight ago for his erudite flacking of "Today". Jacqueline Susann starring in "Pigeon in the Cage" on "Suspense," July 21: Byron Paul directs.

the-board, and Lee Wood is being the-board, and Lee Wood is being returned to news staff. KTLA televised its regular Spade Cooley show Saturday from the Downtown Paramount, where Cooley, Ken Murray and Jimmy Wakely topline the bill. Al Gannaway signed by KTLA to emce "Hollywood Opportunity," replacing Harry Babbitt, who ankled for KNBH. Harry Owens pulled out for his home in the Hawailan Islands and a vacash after winding his season's programs on KNXT.

Fordham's WFUV-FM All-Media Symposium Sets Key Names, Topics

Station WFUV-FM, N. Y., of Fordham University is starting next Wednesday (8) a series of discussions on the communication

discussions on the communication media, featuring experts from the fields of radio, television, journalism and the theatre.

Called "Symposium," the 8 to 9 p.m. program will have as its first speaker Walter M. Daniels, assistant to The New York Times foreign news editor, on the subject of "The Foreign News Editor."

On following Wednesdays (until

ject of "The Foreign News Editor."
On following Wednesdays (until show of Oct. 7); guest speakers will be Joseph P. Val, New York World-Telegram and Sun sports editor; Joseph H. Mader, assistant director; Department of Information, American Petroleum Institute, on "Mass Media in Public Relations;" Alicia Patterson, Newsday editor and publisher; Frank Fay on "The American Theatre." Relations;" Alicia Patterson, Newsday editor and publisher; Frank Fay on "The American Theatre;" John H, Crider of Life's editorial staft; author Elaine Carrington on "Writing for Radio and Television;" Martin Quigley, Jr., Motion Picture Herald editor, Ray Mackland, Life photo editor; William E. Robinson, exec veepee New York Herald Tribune, on "The Metropolitan Newspaper;" John K. M. McCaffery on "Television Newscasting;" Robert B, MacDougall, WATV director of education activities; F. M., Flynn, general manager of The News, on "The Dally Newspaper," and Don L, Kearney, ABC, assistant national sales manager, on "Television Today."

but finally departed for good.

Burns denied any dispute with
Levy over coin, pointing out that
the director had asked to be relieved because of ill health. Levy
will take a year's leave of absence
from his CBS contract which he'll
serve out after a rest. He will,
however, continue to direct the
Jack Benny live teleshow since
this will keep him active only at
six-week intervals.

Inside Stuff—Television

Still in the hush-hush stage is a \$1,000,000 TV circulation measurement plan, which is in the process of being finalized by 30 officers of the National Assn. of Radio & Television Broadcasters. An answer to mag and newspaper audits, plan reportedly involves studies of every TV county in the U. S. via phone, mail and personal interviews. Plan, initiated by N. Y. research consultant, Dr. Franklin R. Cawl, has been given overall review by an NARTB committee. It's expected that the committee will meet with network, agency and advertiser toppers this month to talk over the plan.

Network sales and programming execs are enjoying one of their best summers in years. In both radio and television, summer hiatuses, both for sponsors and programs, are at a minimum, according to the latest edition of The FACTuary, published this week by Executives Radio-TV Service of Larchmont, N. Y.

Breakdown shows that of 139 TV sponsors, all but 23 are staying on the air, while only 39 regularly scheduled shows are taking a hiatus, with 16 of them having sponsored replacements. Programs remaining on the air are 121, and the 16 sponsored replacements bring the total lineup to 137.

on the air are 121, and the lo sponsored replacements bring the total lineup to 137.

In radio, picture is even brighter, with only 17 of 127 advertisers taking complete summer hiatuses. Total of 25 programs are hiatusing, with six sponsored segments scheduled. Total radio shows scheduled for the summer is 167.

One of the most unusual nixes on a proposed telecast occurred last week, when New York City Parks commissioner Robert Moses turned thumbs down on a telecast of Elliott Murphy's "Aquacade" in Flushing, L. I., to benefit the North Shore Hospital Fund. WOR-TY, with Tex McCrary and Jinx Falkenburg emceeing, had offered to air the highlights of the opening night of the "Aquacade" last Tuesday (23), proceeds of which went to the Fund. Comr Moses, who supervises the operation of the Flushing Amphitheatre, which is city property remaining from the 1939 World's Fair, turned the idea down, without giving any reason. WOR-TY exces can't figure it, since "Aquacade" itself is a commercial venture, and the telecast was to be a public service. They didn't press the matter, however.

Decline in attendance at athletic events shouldn't be attributed to television or radio. says Prescott Robinson, Mutual-WOR news and sportscaster. Actually, Robinson says, gate receipts are lower because spectators are indulging more in sports of their own. Citing data from the Athletic Institute, Robinson points out that sales of fishing tackle are up 500% over their pre-war highs; golf equipment sales are up 300%; bowling and billiard equipment, 200%; inflated goods, 400%; baseball equipment, 300% and winter sports equipment, 300%. Figures on baseball and inflated goods in particular, Robinson says, point up increased interest in participating rather than watching. If gate receipts for baseball, football and basketball are down, he says, that's the reason, not television.

Some 300 fancy painted handkerchiefs, showing a colorful springtime in Paris painting by Francoise Durieux, are being sent to radio-tele editors and women's page editors as an exploitation kickoff for the new NBC-TV strip, "Glamor Girl."

new NBC-TV strip, "Glamor Girl."

Program, which preems next Monday (6), is an audience participationer in which the winner each day is treated to a complete glamor treatment including hairdo, makeup and new wardrobe. Show is the net's opener of its new daytime schedule. It's seen at 10:30 to 11 a.m., from Hollywood.

The NBC-TV news and public affairs department is readying for August airing, a special show that will be a cavalcade of news events over the past eight years.

Program will be in celebration of the NBC newsreel division's eighth anniversary, and also will show the growth of the operation from a couple of editors to a worldwide organization. It's a sort of Ford 50th anni show, but strictly newsy.

Producers Wilbur Stark and Jerry Layton are hitting the local trail to promote and publicize their "Ladies' Choice" program on NBC-TV. They're wrapping up deals tying in their program with locally produced tele and radio shows, whereby locals conduct elimination contests to find talent for the network show, with cross plugs and local newspaper publicity adding to a mutual benefit.

Stark and Layton, already established in seven cities, are contemplating tieins with the other of the 55 stations airing "Ladies' Choice."

Hazel Bishop

Continued from page 20

on show hiz people instead of the average man in the street. This might be a consequence of the popularity of "Life" programs, which have been dealing heavily in

If the switch makes "Camera" a rating click a la "Life," former show, which is a summer program, will have to find a new time in the fall, when Armstrong's "Circle Theatre" returns to the Tuesday at 9.30 spot and "This Is Your Life" goes back to Wednesdays.

Newspaper," and Don L. Kearney, ABC assistant national sales manager, on "Television Today."

De Cordova Subs Levy

On Burns & Allen Vidpic

Hollywood, June 30.

Fred De Cordova, former stage and film director now under contract to CBS-TV, takes over helming the Burns and Allen telefilmed series following Ralph Levy's departure. Latter had been out and, then in again in a week of huddles but finally departed for good.

Burns denied any dispute with the stage of the stage and film again in a week of huddles but finally departed for good.

Burns denied any dispute with the stage and film and the stage are on the NBC-TV network. The "Revlon Mirror Theatre," which debuted last week, is seen from 8 to 8:30 p.m. Revlon also is making a strong competitive commercial pitch, challenging all others on its products "nonsmear lipstick, now has that problem to contend with Apparently viewers who stay with NBC on Tuesday nights from 8 to 10 p.m. are in for a scarlet but finally departed for good.

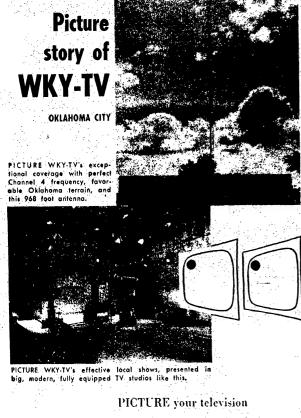
Burns denied any dispute with

Raleigh's UHF'er

Greensboro, N. C., June 30. WNAO-TV (UHF) at Raleigh ex-WNAO-TV (UHF) at Raleigh expects to begin telecasting on Channel 28 about July 15, according to General Manager Charles W. btone. A transmitter, now undergoing tests at Lodi, N. J., will be shipped to WNAO this week, Stone said.



BETTER BUY RUICK (City Hospital Did!)



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· OKLAHOMA CITY



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- 1. Song from Moulin Rouge
- 2. April in Portugal
- 3. I Believe
- 4. I'm Walking Behind You

- 5. Ruby
- 6. Say You're Mine Again
- 7. Your Cheatin'
 Heart

Look for this listing every week. We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network

Transcriptions, Vidpix Outfits Aided By State Talent Repayment Rule

A new state ruling on talent repayment on filmed commercials
and transcriptions, plus a pending
federal decision on the problem,
may save the vidipit and transcription outfits substantial sums on
payment of workman's compensation, unemployment insurance and
other state and federal social weltime deductions.

Probe WBAL 'Shakedown'

Baltimore's state attorney Anselm Sodaro is conducting an inselm Sodaro is conducting an inself source deduction of a reported shakedown attempt against officials of
station WBALTIVE

payment of workman's compensation, unemployment insurance and other state and federal social welfare deductions:

New York State, on an appeal by Phil Davis Musical Enterprises, one of the top commercial-makers, ruled recently that talent repayment for commercials are in "the form of royalties and not remunerations," thereby exempting the blurb outfits from payment of state workmen's compensation and unemployment insurance taxes on payment to talent for reuse of the blurbs, both fele and transcription. Davis has carried the case to the federal government too, with social security and other taxes at stake there and a ruling is expected sometime in July.

New contracts by American Federation of Television and Radio Artists, Screen Actors Guild and American Federation of Musicians on repayment for reuse of commercials brought about a peculiar situation as regards deductions on talent and taxes on employers. New contracts would have caused the producers to pay taxes on what's normally a miscellaneous payrolitem, and at the same time would have caused insurance premiums on workman's compensation and disability insurance to rise. Producers complained about the fact that the setup under which they paid coin for disability long after talent had been on the Job.

Ruling was kought and won from the state by Davis financial con-

Ruling was sought and won from the state by Davis' financial con-sultant, Michael M. Enzer, who pointed out parallel between repay-ments on reuse and royalty payments on reuse and royalty pay-ments to artists on phonograph rec-ords. While in latter case, there was a sale of tangible property— the recording, in the former, it was broadcast rights that were sold. State agreed and made its new ruling and Enzer then took t then took up the

Manchester, N.H.—Bob Martin, announcer who handled various chores from disk jockey shows to play-by-play sports broadcasts and man-on-the-street interviews. has resigned his position at WKBR here to become associated with WVDA in Boston. interviews, has



Baltimore's state attorney An-selm Sodaro is conducting an in-vestigation of a reported shake-down attempt against officials of station WBAL-TV.

station WBAL-TV.

Acting mayor and city council president Arthur Price said someone had demanded \$15,000 from the station in connection with a rezoning ordinance which would affect WBAL-TV's plans to build a 750-foot television tower.

Station recently received FCC permission to increase from 105 kw to 316 kw, and tower is part of the expansion plan.

CANADA RULES OUT TV IN ELECTION CAMPAIGN

Ottawa, June 30.

Canada's first federal election campaign since television came to this country will be carried on without benefit of video. A week ago the Canadian Broadcasting Corp. oftered free TV time to all political parties in the federal field, alletting tentative and equal TV space until the Aug. 10 voting. Party chiefs huddled and decided to do without TV. first federal election

CBC has repeated its customary offer of free radio time on French and English webs and it is expected the parties will make full use

Rintoul's New Upstate Status in Major Shifts

Albany, June 30.

Stephen R Rintoul, president of Champlain Valley Broadcasting Corp. and general manager of WXKW since he put that station on the air in August, 1948, has assumed the general managership of the Schine-controlled WPTR. This is the latest move in the complex deal by which WXKW's physical assets were sold to Patroon Broadcasting Co. (WPTR), Troy Broadcasting Co. (WTRY), and Van Curler Broadcasting Corp. (Fabian Theatres), and Champlain then withdrew its application for UHF Channel 35. Albany, June 30.

That action paved the way for Troy Broadcasting to merge with Van Curler for Channel 35 and gave Patroon the undisputed green light for UHF Channel 23. FCC subsequently issued construction permits for 35 and 23.

permits for 35 and 23.

Rintoul, who will bring Bill Hickok, ace deejay, and several other WXKW staffers to WPTR after the 10.000-watter signs off Aug. 1, succeeded Howard W. Maschmeier reverted to program manager, the position he held when the station started broadcasting in 1948. He had been general manager since March.

Time for sales Wilmington, Delaware Hundreds of local and national advertisers use WDEL-TV consistently...proof positive of its profit potential. Write for Channel 12 WDEL Sales Representative MEEKER Los Angeles

Hawaii TVer Tries Again

Honolulu, June 30. KONA returned to air last week KONA returned to air last we with new studios, new personnel, and an increase in power from 5,000 to 35,000 watts. It'll be an NBC and DuMont affiliate.

Dumont armate.

Approximately 50 hours of programming per week are scheduled at outset over the Channel 11 station. Personalities from three or four local radio stations will double over the rejuvenated TV stations. tion.

American Council

Continued from page 19 fessional broadcasters will not be

accepted as members

accepted as members.

"Neither the national organization nor the local community groups will concern themselves with censorship in any form." declared Miss Spence. "The Council's aim simply is to improve programs' quality. Periodic reports will be made to the FCC on the condition of local and national programming.

"Letters to program sponsors and station owners by groups and individual listening members will comment favorably as well as criti-cally on the programs heard."

ally on the programs heard.

It was announced that Individual membership in the newly-formed Council is through already existing local, state and national organizations, or it may be by direct affiliation with the national council.

The Council and the council of the council

ation with the national council.

The Council's program calls for participation at least once a year in a radio and TV evaluation project and express definite opinions to broadcasters, sponsors and the FCC; to support and encourage educational TV; to build friendly relations with radio and TV officials, and to create a responsive audience for the best TV and radio shows an audience which will express appreciation for such shows.

"Poor quality programs will not

"Poor quality programs will not be blacklisted," explained Miss Spence. "Instead, a complimen-Spence. "Instead, a complimentary approach will be used."

Local groups consistently have endorsed opera, news, roundtable discussions and educational programs, while soap operas and crime programs usually are missing from the "recommended list," she said.

'Anything You Can'

= Continued from page 19 =

(DuMont comes in for a fat half-hour share of the audience with Bishop Sheen.)

Wednesday: CBS-TV has the cdge, thanks to the hour "Godfrey & Friends" and Pabst fights,

Thursday: With Groucho Marx and "Dragnet" as the pivotal shows, NBC TV has built Thursday into a major rating night.

major rating night.

Friday: Looks like ABC-TV, with its upcoming Ray Bolger-Danny Thomas back-to-back parlay, is in good position to wrest the laurels away from both NBC and CBS.

Saturday: What happened at CBS-TV, with its Saturday night SRO right up to 11 p.m. (in contrast to a year ago when it was crying the sustaining blues) adds, up to one of the major success stories of the year. The fall lineup, with Jackie Gleason as the sparkplug and including a flock of new entries, including "My Favorite Ilusband" situation comedy and the entries, including "My Favorite Husband" situation comedy and the entries, including "My Favorite flusband" situation comedy and the new Chrysler-sponsored dramatics, puts Columbia out in front. However, NBC-TV is hopeful that the re-formatted "Show of Shows" will partially redeem its setback and is trying to install Leland Hayward into the 9 to 10:30 periods on an every-fourth-week arrangement. Also the Sat. at 8 Ezio Pinza show should help NBC's cause. Sunday: "Mr. Peepers," Colgate. "Comedy Hour" and Phileo Playhouse" would appear to give NBC-TV the Sabbath evening edge, but the projected "Life With Father" Sunday at 7 series on CBS-TV, combined with Jack Benny, "Toast of the Town" and "What's My Line" may turn the trick for Columbia.

Detroit—A new song "Water Wonderland"—which is the prize-winning slogan which will appear on Michigan's 1954 automobile license plates—was preemed Saturday (27) over the WJR-originated, coast-to-coast CBS show Make Way for Youth." The Spellbiders, youthful quintet, introduced the song.

From the Production Centres

the 100 local men Time mag picked as Pittsburgh "Newsmakers of Tomorrow"... Jackie Dodge has resigned from the WDTV sales staff. She'd been there for three and a half years... Bill Hinds broke a big toe clowning around on his television show with Buzz Aston ... Janiet Baugh, radio and teevee singer, has announced her engagement to Rev. David Paul Birch, assistant minister of the Sunset Hills United Presbyterian Church. They'll be married around the end of the year ... Elmer Ritchey, of the KQV staff, and his wife are vacationing in Arkansas ... Leo Heisel has resigned from the WDTV engineering staff to go with WSUN in St. Petersburg, Fla.

IN CLEVELAND . . .

C. M. (Pinky) Hunter, WHK program director, elected trustee of Cleveland Advertising Club... WJW's juvenile talent show, 'Pete's Friends,' picks up Coca Cola as a sponsor for its 30-minute Saturday morning shows when the stints are taped in Europe. Bill Gordon, WHK disker; is sponsoring his annual bathing beauty contest... Jack Clifton, acting on doctor's orders, yields his WJW disk spots but will continue with his Monday night WEWS TV show. ABC's Bill Wiley in town for station relations gabfest at WJW. By Wade, ex-WTAM raconteur, mending after long hospital stay. Jake Hines, NBC, back at work following illness. WERE's Tom Edwards issued his 2,000th "I'm A Good Hillbilly" pin to hypo hillbilly music. Pins cost dime, profits going to Cerebral Palsy Fund. Ohio Advertising picked up radio-TV account of Ohio Fair. Charles J. McLaughlin, former WJW publicist, now with Grant Advertising. Tom Manning telecast Carling's Open Golf Tournament for Osco Steel Co. over WNBK. Tom Field picked to do the cross-the-board 15-minute 6:45-p. m. Bond news over WNBK.

IN MINNEAPOLIS . . .

Issuance of free ride tickets by KSTP-TV, advertised on staffer Jimmy Valentine's shows to celebrate "Jimmy Valentine Day," brought crowd of 13,500 to Excelsior Amusement Park. Valentine gave two shows and station passed out 10,200 candy bars at park. Mischa Bregman, WCCO radio music librarian and clearance chief since 1944, named conductor of 35-piece Minneapolis "Pops" orchestra which will give concert series in city parks from June 18 to Aug. 2. When MBS" "Game of Day," covering Minneapolis-Columbus contest, originated here June 15 through WLOL facilities, announcers Al' Helfer and Gene Kirby had Gov. C. E. Anderson and Mayor Eric Hoyer of Minneapolis as show guests. Boyd W. Lawlor, WLOL assistant manager, prepared supplementary script plugging Twin Cities' and state's vacation resorts as part of program. Latter's tape recording was run off at a Minneapolis Chamber of Commerce breakfast which tossed kudos at Lawlor. . KUOM, U. of Minnesota radio station, devoted book reading session to "Annapurna" on day Minneapolis Morning Tribune started publishing it serially . . . Harry Gelse, onetime "Amos 'n' Andy" announcer, who died last week in California, was a KSTP script writer and announcer here in 1928-29 . . Jercen Nash resigned as WLOL news editor to join WCCO news staff.

KYW Gifts FM Tower To Educ'l TV Outfit

Philadelphia, June 30.

Radio station KYW has donated its FM tower and transmitter, atop the Architects Bldg., in mideity, to the Delaware Valley Educational Television Corp., a non-profit corporation composed of representation advantages of the state of the corporation to the corporation of the corporation composed of the corporation composed of the corporation of the corporation of the corporation of the corporation composed of the corporation corporation composed of the corporation composed of the corporation composed of tive education Institutions in this

Announcement of the offer was Announcement of the olifer was made by Franklin A. Tooke, general manager of the Westinghouse radio outlet, who said KYW will petition the FCC for permission to abandon its FM broadcasts.

San Francisco—James Taylor re-placed the late Paul (Rickenbacker) West on KCBS' "Housewives Pro-tective League" and "Starlight Salute." Taylor was former HPL director in Salt Lake City.

Pittsburgh—Allan W. Trench, veteran WCAE salesman and one-time radio announcer here, has been appointed assistant sales manager of the Hearst-owned station by President Leonard Kapner. Trench's new post carries with it a new two-year contract for him.

Ever Dreamed of Owning Your Own Lake?

Sure you have . . . And now you can own a beautiful estate with one of the few private lakes in Illinois. 35 acres of clear spring fed water. Georgeous 105' brick ranch home, located on hilltop peninsula with inspiring view of lake and countryside for miles.

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Serving a 2 BILLION \$ MARKET

34% of the PEOPLE 34% of the FAMILIES accounting for 35% of the SALES in ALL INDIANA

WTTV _ affiliated with all nets — maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

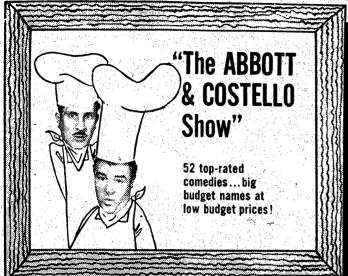
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your customer's frame of mind...

is the biggest factor in making a sale. That's why these success-proven Advertising Showcases on film—all created expressly for television—are making sales easier for aggressive LOCAL and REGIONAL advertisers all over America.







"FAMOUS PLAYHOUSE"

over 200 half-hour original dramas.. Hollywood names.. family appeal..proven sales-makers.

Every MCA-TV Advertising Showcase is expertly designed to create the right frame of mind . . . week after week . . . that compels TV viewers to buy! For outstanding television shows on film THAT SELL — contact any MCA-TV office:



"CITY
DETECTIVE"
starring ROD
CAMERON

high suspense and realism with Hollywood's man of action.

another advertising SHOWCASE ON FILM from



MEW YORK: 598 Madison Avenue — PLaza 9.7500
CHICAGO: 430 North Michigan Ave. — DElaware 7.1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6.2001
SAN FRANCISCO: 105 Montgomery Street — Exbrook 2.8922
CLEVELAND: Union Commerce Bldg. — CHerry 1.6010
DALLAS: 2102 North Akard Street — PROSpect 7536
DETROIT: 1612 Book Tower — WOOdward 2.2604
BOSTON: 45 Newbury Street — Copley 7.5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

a month.

41 Affiliates Sign

Once the Commission adopts the standards, RCA said, NBC would commence color telecasting. Already, it said, 41 of the network's affliates have signed to make the necessary modifications to their transmitting equipment to carry color shows

necessary modifications to their transmitting equipment to carry color shows.

In a statement contained in the petition, Dr. C. B. Joiliffe, RCA technical director, said the retail price of the first RCA color receivers will range from \$800 to \$1,000 and that the picture size will be equal to a 14-inch black and white tube. Joiliffe pointed out that the price of a 12-inch black and white set introduced in 1939 was \$560 which, in terms of 1935 dollars, would be \$1,050.

A major item in the cost of color sets is the tri-color tube, said Joiliffe, and this will go down and picture size will go up just as in the case of black and white tubes. Joiliffe said it won't be necessary for TV stations to equip color studies, to broadcast, network that. With relatively minor expenditures, he said, color shows can be taken from the network. "The station operator may expand his operations by adding a color slide camera, color film equipment and color cameras if he desires to provide programs from local sources," he added.

Plan 2 Shows a Week

Plan 2 Shows a Week
Petition said that in the "introductory year" of color broadcasting, NBC would average two shows
a week from the Colonial Theatre
in. New York, averaging an hour
together. "We will schedule the
color premieres," company said,
"on a rotational basis of all our
black-and-white attractions, so that
each show is seen in color at least
once, in a specially-devised color
show, which will still be great in
black and white, but we hope superb in color. We will include the
NBC opera in English, Toscanlini,

SPECIAL OPTICAL EFFECTS AND TITLES On FIRESIDE THEATRE

RAY MERCER & COMPANY

4241 Normal Ave., H'wood 29, Cal. Send for Free Optical Effects Chart

the sooner new color standards are adopted, the sooner receivers can be built in quantity and brought down to a price within the reach of the general public.

The company said that the present field sequential (CBS) standards authorized by FCC are "sterile" and that it knows of no plans by any manufacturer to make sets for it or of any broadcaster to broadcast its programs.

RCA estimated that if the NTSC standards are approved by the end of this summer, engineering work on color receivers can be completed in the fall and production can start next spring. Company said its pilot plant at Lancaster, Pa., for production of tri-color kinescopes can be expanded within a few months to attain an output of 2,000 tubes.

Al Affiliates Sign.

ing the introductory year for color, in addition to \$25,000,000 RCA will have spent by the end of 1953 for research and development.

for research and development.

Gen. Sarnoff said that RCA and

NBC risked \$50,000,000 in developing black and white TV "before
getting a cent in return" and that
its investment in color is "an expenditure that must precede the
achievement of mass production inmanufacturing and substantial
broadcasting of color programs."

Nellist that there are now about

broadcasting of color programs."

Noting that there are now about 210 TV receiver and 70 tube manufacturers and about 190 TV stations on the air, Gen. Sarnoff said "it is my great hope that all of them will participate in the effort to take the color television 'baby' out of the cradle and teach it to walk."

Ziv

Continued from page 18 a

has 800 client stations on three-year firm deals. World's budget for this year will exceed \$275,000, which is exclusive of talent. Re-corded repertoire of World pro-grams range from hillbilly to symphony music.

To affect music clearances for the World platters Ziv set up

To after. World the World platters, Ziv set up Delaware Music Co., which con-trols 500 copyrights. Company may enter active publication in the fall of original music written

the fall of original music written for its programs.

On this year's TV schedule, Ziv will turn out 136 pictures for TV and 312 radio programs. World's output will be 1,000 recorded musical selections.

Defend Repeats

Continued from page 18 =

the case of Marx, shows used for repeats weren't from the current sensor but were from the year before. "I saw the first show of the summer repeats last night (22)," he said, "and I couldn't remember ever seeing the show be-

Quiz and variety shows, Guedel says, lend themselves best to re-peats because "they contain no single memorable event." But dramas too, if not repeated too soon, are worth repeating because of the "remarkable audience turnover-not just the new set owners

every day, but the mathematical chances of a single viewer having caught the show on its original run. Statistics show," he continues, "that a habit viewer sees a particular weekly evening series twice a month, which indicates there's a whale of a lot of expensive good material being missed during the winter."

Gross supports this results of the same and the same and

material being missed during the winter."

Gross supports this view, pointing out that in the case of "Big. Town," it's repeated, but not on a summer basis. Repeat films are slotted throughout the year, and while total results isn't as noticeable as in summer, it amounts to the same thing—ratings hold up. He also points—to the situation in Detroit, where current "Big. Towns" are running, against repeats over six months old under the title of "Heart of the City" on two separate stations, and ratings for both are good.

Damm's Repeat Playhouse
From another source. United Television Programs, came information that Walter Damm, who started the drive against repeats for local sponsorship. He purchased. UTP's "Royal Playhouse" scries, the second runs of the 1950-51 "Fireside Theatre" series which Procter & Gamble bankvolls.

bankrolls

Heart of the matter appears to Heart of the matter appears to lie in the amount of time allowed to elapse between original showing and repeat, the producers say, and most of the shows being repeated have enough of a backlog to allow a year's clearance. Hence, they can't see what the noise is all about. Additionally, while admitting the unusual circumstances, they point to the clearor for a rethey point to the clamor for a re-peat of the Ford 50th Anniversary Show to prove that there's a de-mand for repeat showings of good

While admitting there's a differ While admitting there's a difference between summer repeats and longterm residuals, such as, syndication in markets outside those sold nationally and reruns following a suitable clearance périod, the producers say that the problems involved and the issues at stake can't be separated. Summer repeats determine the original production polley, and all residual plans are based on that policy.

Tele Followups

Continued from page 26

spoiled son, Henry Barnaid, is dis-

spoiled son, Henry Barna; d, is discovered stealing money from his employer. A rival newscaster, Don Briggs, threatens to reveal the scandal, unless Mitchell promises to retire from radio.

Mitchell did a magnificent job of suggesting the emotions of this three-dimensional character grappling with his dilemma. His socially prominent wife, Madge Evans, pleads with him to give in, because, "You're in a dirty game and the dirt has rubbed off on us."

His daughter, Louise King, is fearful that the revelation will ruin her prospects of marriage. His son sneers at his indecision, because, "It's your class coming out." Worst of all, when he's reduced to begging his rival to keep silent, the newscaster reminds him of his lack of humanity: "People may admire or fear you; they do not like you. You came up too fast from the gutter and had too much power." The realization of this loneliness becomes apparent, and the radio oracle says poignantly, after drinking himself to thought, "I know a million people and I can't talk to anybody." It ends up with a shot of the tortured face of his wife, as she listens to her husband on the air telling his audience that he holds truth above home, family and even love, and so he reveals the tragedy himself.

The acting, by virtue of being understanding of what the author was attempting to do. The Lux commercials, emphasizing a ticin with Hollywood stars and ending with an interview with Miss Evans, were as glossily professional as usual.

Inside Stuff—Radio

Total number of the U. S. radio sets in working order on Jan. 1 of this year was 110,000,000, an increase of 5,000,000 over the year before, according to estimates released by a joint research committee of the four major AM nets, ABC, CBS, Mutual and NBC.

"Data from the Radio-Television Manufacturers Assn. indicates that 11,000,000 new radio sets were sold in 1952," the committee noted.

"This total, which is substantially greater than the sales of new automobiles, electric refrigerators, television sets, or any other home appliance, reflects a continued public interest in expanding its accessibility to the radio medium."

Breakdown follows:

Total radio homes

44,800,000

Extra sets in homes

30,000,000

Sets in passenger cars

26,200,000

Sets in passenger cars

26,200,000

Sets in barracks, dormitories, eating places, hotels, offices, business and service establishments, taxis, trucks and personal portables used outside the home

9,000,000

Lowell Thomas, beginning under Kaiser Motors sponsorship this week, was given full exploitation treatment by CBS Radio and William Weintraub agency. Accompanied by Eldon Hazard, net sales manager; Joe Reid, account exec, and trade news editor Harry Feeney, Thomas spent Monday and Tuesday in special ceremonies at Willow Run and Detreit.

spent Monday and Tuesday in special ceremonies at whow that and Detroit.

Newscaster toured Kaiser plant Monday and spoke at Detroit Press Club lunch yesterday (29). Station WJR aired luncheon talks for local broadcast. Among those attending from Weintraub agency was veepee Harry Trenner.

Christmas gifts of the North Dakota Broadcasting Co. of Minot.

Christmas gifts of the North Dakota Broadcasting Co. of Minot, N. D., given last December to time buyers and others in radio-tele in the form of 200 shares in the firm's property in Williston Basin, had a June payoff at the Hotel Gotham in, N. Y. last week.

NDBC shareholders were invited by John W. Boler, prexy of the firm which operates KCJB and KCJB-TV, Minot, and KSJB, Jamestown, to a cocktail party to collect a dividend check of \$2.13, a fee of one silver dollar for attending, and a sample of crude oil taken from their property.

When shares were distributed, the property involved was still unexplored, but first drilling hit oil in a shallow well. So dividend payoff brought NDBC another round of attention from time buyers and account execs. Unusual gifts were thought up by Boler to drum up interest in Minot on the radio-tele map. KCJB and KSJB are CBS affiliates and WCJB is affiliated with CBS-TV, NBC-TV and DuMont. Silver dollars handed out as fees were obtained after much difficulty from several N. Y. banks, and cleaned and polished by Mrs. Boler and her daughter. Payment of checks and silver dollars came to a total of about \$700, with the bill for the cocktail party reportedly much higher.

much higher.

Charles Antell, Inc., Baltimore, will answer within 20 days charges by the Federal Trade Commission that it has been using misleading advertising for its Formula No. 9 hairdressing shampoo and Hexachlorophene soap. Antell is currently spending \$5,000,000 annually for spot radio-TV advertising, and just completed sponsorship of DuMont's Sunday night half-hour show, "What's Your Bid?"

FTC charges that lanolin is not the main ingredient of Formula No. 9; that lanolin is not the only oil or grease absorbed by the hair and scalp; questions the company's claim that the hardressing contains substantial quantities of lanolin; and that the soap removes 25 times more dirt than ordinary soap.

NBC Spot Sales has been appointed national spot rep for radio station KGU and tele station KONA, Honolulu.

Stations sent hundreds of orchid leis to distaff members of ad agencies and radio-tele press in New York and Chicago as mementoes of the signing.

3-D No TV Aid

Continued from page 18 z

happy and the ratings up.

Tele film buyers are not worrying a bit about the future necessary retooling of tele that will be required before the current 3-D and widescreen pix can be shown on home screens. They figure that's such a long way off that television, in the meanwhile, might very well come up with 3-D of its own, following the oncoming color TV revolution. DuMont and RCA, it's reported, are already experimenting with 3-D color in tele, and if they succeed. TV execs believe Hollywood will be a ghost town with all of its product on sale for with all of its product on sale for ywood will be a ghost town all of its product on sale for with

Chi's 1,415,695 Sets

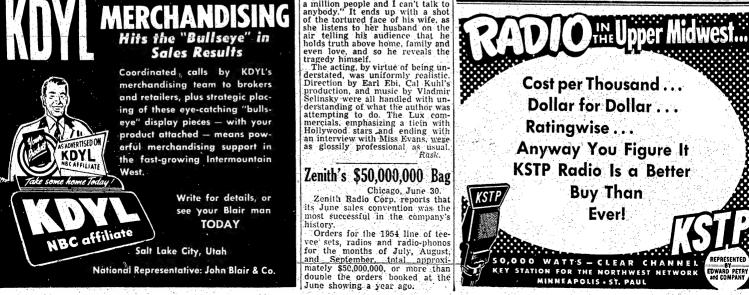
Chicago, June 30.
Latest tabulation of TV receivers installed and in use in the Chicago area shows an increase of

With a gain of 258,358 sets for past year, the total now is 1,415,-695.

IMPORTANT TV PROPERTY

Never Exhibited

been developed to perfection. Extraordi-character puppets, stage, sets, costumes, and several experimental films. For sale, lease or license to responsible producers. Write Box 355, Daily Variety, Hollywood, Cal



Major Diskeries Paring Rosters To Weed Out Non-Click Artists

Big cutbacks of artists' roster-are looming at the major disk companies. Move is intended to shake off the deadwood names which have failed to pay their own way via click platters over the last few years.

Although still on the make for Although still on the make for promising new names, the majors are no longer signing longterm contracts with any kind of minimum guarantees. In most cases, the deals with the newcomers run for one year with options, or only call for two or four sides for an experimental try. If the artist fails to hit, the disker can drop him pronto.

to hit, the disker can drop him pronto.

This situation, however, doesn't pertain to dozens of wax names who signed to longterm deals a couple of years ago. Some of these artists, including vocalists and bandleaders, were guaranteed top coin on the basis of past results. The unpredictable shifts in disk-buyer tastes, meantime, have passed these names by, and now some of the majors are saddled with substantial losses on these contracts. It's known that two of the majors have to pay out over \$1,000,000 between them annually in guarantees to a group of wax names who are now rated as stiffs. Reduction of artists' rosters will also permit the majors to concentrate on the paying names with a lesser number of releases. All of the major companies have been trying to hold their pop releases down to four or five a week, but commitments to a large number of artists has made the job tough. The paring of the rosters will be done gradually since the disk-

of artists has made the job tough.

The paring of the rosters will be done gradually since the diskers have to wait until contracts run out. In some cases, attempts are being made to renegotiate deals in terms of present realities but the artists have been resisting efforts to cut back their guarantees.

CARLTON, TONY MARTIN OFF ON DEEJAY JUNKET

Implementing his grassroots exploitation program, Joe Carlton, RCA Victor's pop artists & repertoire chief, hits the road with Tony Martin today (Wed.) in a three-city disk jockey junket. Martin will plug his "Sorta On the Border" and "Unfair" coupling in Boston, Detroit and Chicago, spending a day in each city.

On July 15, Carlton will join Perry Como and Larry Kanaga, Victor sales chief, on a similar deejay trek. On July 19, Carlton heads for the Coast, where he will install a new recording manager

install a new recording manager to replace Al Miller, who resigned last week to join King Records.

Morris Gets Pic Theme From Rank's 'Genevieve'

Publisher prowl for pix backrunisher prowl for pix background scores is continuing in full swing. Latest to join the pic theme parade is E. H. (Buddy) Morris, who latched on to the score for the J. Arthur Rank film, "Genevieve," Score was penned by Larry Adler.

Morris has pleased the score with

ocore was penned by Larry Adler.

Morris has placed the score with his BMI affiliate, Meridian Music, and has commissioned Bill Engvick to write a lyric. The score is backgrounded in the pic via Adler's harmonica. Engvick, incidentally, wrote the lyric for the click tune from the pic "Moulin Rouge," under the tag of "Where is Your Heart?"

Miklos Rozsa to Europe

Pic music composer Miklos Rosa heads for Europe this week for a series of guest conducting chores.

Rozsa is skedded to baton a Rogsa is skedded to baton a con-cert in England for the British Broadcasting Co., and is slated for several maestroing stands at con-certs in Rome. Programmed in for the Rome dates are excerpts from his background score to the Metro pic, "Quo Vadis."

Int'l Songs for Sale

nokke-le-Zoute, Belg., June 30. Mnoke-le-Zoute, Belg. June 30.
Municipal Casino here is organizing its first International Festival
of Variety Songs July 19-25. Participating countries are France.
Great Britain. Belgium. Holland and
Luxembourg. Singers from the five
countries will give with new songs
in French. English or Dutch at this
Belgian. Song.

Grand Prix International is 50, 000 Belgian francs (\$1,000) and other prizes totaling \$4,000 will be chosen by public.

RIAA Sets 2d Bally for Buff.

disk industry. Upcoming RIAA promotion has been set for Buf-falo sometimes in September, Last RIAA, promotion campaign was conducted in Hartford, Conn., last September.

Buffalo campaign will be pegged Buffalo campaign will be pegged on promoting record players and an attempt will be made to evaluate the relationship between players sold and disks bought. RIAA has named Henry Onorati, to head up the promotion. Onorati, who's now in freelance sales promotion, was at one time associated with RCA Victor.

The campaign is skedded to run about three weeks during which a record will be kept of customers who buy new record players. RIAA who buy new record players. RIAA expects to survey the purchasers three months after the campaign closes to find out how many platters were bought by the consumer since the player was purchased. Diskeries, which also manufacture players, will work with the RIAA in this campaign. in this campaign.

Promotion Committee The Promotion Committee of the RIAA also has selected an offi the RIAA also has selected an offi-cial promotion slogan for the disk industry. Winning slogan, selected from more than 2,000 entries, is: "Make Friends With Records." It was submitted by Wendell Buck, a New York public relations exec. All RIAA members will use the slogan in their promotion and ex-ploitation activities.

Tooter Nix of Hutton's Joining AFTRA May Lead To Walkout at KTLA-TV

Hollywood, June 30. Board of directors of the American Federation Television & Radio Actors asked its national board to authorize a strike against KTLA unless the Paramount TV channel corrects its present breach of contract, exec secretary Claude McCue said today (Tues.) in the most drastic step taken yet in the con-troversy between AFTRA and the American Federation of Musicians over AFTRA's attempts to ink musicians who sing and/or emcee.

musicians who sing and/or emcee.

AFTRA action is based on refusal of Ina Ray Hutton, who has a show on KTLA, to join McCue stated, "AFTRA has done everything possible to avoid taking this drastic action, but it's evident the Praramount television station will continue to use Hutton as; a singer emcee and amouncer in violation of our pact." About a month ago AFTRA yanked nine members of show, and has kept them off since, as a result of Hutton's refusal to join on instruction from Petrillo. join on instruction from Petrillo. Since then the show's been on, but

broadcasting Co., and is slated for several maestroing stands at concerts in Rome. Programmed in for the Rome dates are excerpts from his background score to the Metro pic, "Quo Vadis."

Coral Inks Campo

Latin maestro Pupi Campo has been signed to a Coral disk deal.

Leon Payne to Decca

Mills Pacts Gillis

To Exclusive Deal independently by tyro singer Jim Summers.

Coral nestro Pupi Campo has been signed to a Coral disk deal. would be due to alleged breach of the Ite II do pops and standards in the chile tempos.

Camp starts next week with the etching of eight sides.

Coral sale from Author and Miller Music. Big Three firm, have made a quick pickup of a new thine tagged "No stone Unturned." Tune was written by amateur songsmiths Lester Cox and Melvin Heinan and waxed on the strike could take place any time once action is okayed in N. Y. He, its educational division with the declared station would be on pacting of composer Don Gillis to an exclusive eleffer's deal. Would be due to alleged breach of the NBC Symphony, rhready has chairman of the pact, therefore no notice to NETA of the NBC Symphonics, ballet connected that producers violate pacts if they allow tunesters to emce or sing.



LAWRENCE WELK

and his CHAMPAGNE MUSIC 97th Consecutive Week, Aregon Ballroom, Santa Monica, Calif. Exclusively for Coral Records

Backed by HALLILLIAH BROTHER

Indie TV Outlets Map Strategy On **ASCAP Licenses**

Mapping strategy for its negotiations and litigations with the American Society of Composers, Authors & Publishers, the All-Industry Local TV Music Committee met in New York last week to set up smaller groups to survey the licensing situation. The committee represents the indie TV outlets which have been fighting ASCAP's proposals for a perprogram performance rate.

One of the TV committees was assigned to develop plans and procedures for initiating negotiations with ASCAP for a blanket license for indie outlets for the period starting next year. Another committee will determine areas in which surveys should be conducted to develop facts that would be useful in the regulations

mittee will determine areas in which surveys should be conducted to develop facts that would be useful in the negotiations and in handling the rate litigations brought by some 56 stations against ASCAP in the Federal Courts. Latter is an arbitration case which, under the ASCAP antitrust consent decree, must be handled by the N. Y. Federal Court.

Stuart Sprague, one of the counsels for the committee, reported that more than a dozen stations, which had received construction permits since the lifting of the freeze, have already moved to reject ASCAP's licenses as "unreasonable" and authorized former Federal Judge Simon II. Rifkind and Sprague to negotiate for them and bring, them into the current litigation.

Last week's meeting was held in Rifkinds efficies with rops of nine

litigation.

Last week's meeting was held in Rifkind's offices with reps of nine local stations and the DuMont network attending. Jay Topkis, associate counsel with Rifkind and Sprague, also was present.

LYRES CLUB LAUNCHING PUT OFF UNTIL OCT.

The launching of the Lyres Club, projected social organization for the music business, has been set back to next October. Club was originally skedded to open a couple of months ago but the organizers ran into several snags. Chief hurdles have been the difficulty of finding suitable headquarters and insufficient funds.

Chie prexy Henri Rene notified

insufficient funds.
Club prexy Henri Rene notified charter members last week that he was returning the \$7.500 put up by contributors as their initiation fees. The club organizers meantime, are planning a golf tournament for tradesters in the

Mills' Topdog Status as Film-Music Pub, Sets RKO, Col, Indie Deals

Chicago, June 30.

It may be bull, but it ain't hay at the wickets for Tiny Hill. Bandleader has been packing in the rancher customers by giving away a bull calf as door prize with each per-formance at Tom Archer's Arkota Ballroom in Sioux Falls, S. D.

Hill had tried this before

during Colorado engagements, at first as a lark, but it had clicked so well that he's using it to headline his promotion.

AFM Convention A Canadian Dirge

One of the quietest conventions in the history of the American Fedgerátion of Musicians awound up here last Thursday (25) after James C. Petrillo was reolected as prexy. Not only was Petrillo unopposed, as expected, but the full slate of the incumbent executive board was returned to office. In the past couple of conventions, there has been some slight reshuffling of the exec board's personnel.

The high point of the conclave was the greenlight given to Petrillo to cail a stoppage, if necessary, during the upcoming negotiations with the disk industry. No indication, however, was given as to what the AFM would demand from the diskers. The current pact expires at the end of this year. Other business of the convention was strictly routine with no opposition to Petrillo's, leadership showing at any time.

Following the convention adjournment, Petrillo headed for Sweden where he'll attend the meeting of the International Federation of Free Trade Unions as rep of the AFL.

Ormandy Sees U.S. Orchs On Continent as Cultural Balance to H'wood Films

Philadelphia, June 30.
Eugene Ormandy, conductor of
Philadelphia Orchestra, who interrupted a Lusanne, Switzerland, vacation, to return here and open the
Robin Hood Dell, summer concert
series, advocated a musicians' exchange with European countries.
"Tours of Europe by outstanding
American orchestras and frequent
visits to this country by the best
musicians from abroad would do musicians from abroad would do

musicians from abroad would do more for bettering international relations than all the guns in the world." Ormandy declared.
Sol Hurok was in Vienna trying to arrange a tour of this country by the Austrian Philharmonic, whose members, Ormandy said, "all are anxious to tour Ainerica." "We still must gain the respect of Europeans culturally," Ormandy said. "Because they see so many of our gangster and western pictures, many Europeans do not realize the U.S. is the world leader in music, and art."

and art."
From here Ormandy goes to Chicago to open the Ravinia Park Festival, then to Amsterdam to conduct four performances. In August he hopes to rest again at his cottage near Lusanne, and in Septemhe will conduct in Copenhagen

Coral, Miller Move Fast for Indie Disk

Coral Records and Miller Music.
Big Three firm, have made a quick
pickup of a new time tagged "No
stone Unturned." Tune was written by amaleur songsmiths Lester
Cox and Melvin Heinan and waxed
independently by tyro singer Jim
Summers

Mills Music, under an operational plan imapped several years ago, is currently shaping up as one of the major publishers of film music. On top of the tieup with RKO made last year, Mills has now wrapped up exclusive publishing rights to the scores of Columbia Pictures. In addition, the firm has been making mimerous publishing

wrapped up exclusive publishing rights to the scores of Columbia Pictures. In addition, the firm has been making mimerous publishing deals with indie producers distributing through United Artists and Lippert Productions.

Irving Mills, the publishing firm's vice-prexy, made the latest pic score deal with Jonie Taps. Columbia's studio topper over music, in which the Hollywood studio will get a royalty from the sale of sheet music and disks. Contractual setup between Mills and the picture companies is similar to that of a music publisher's deal with a writer in that the payoff hinges on the selling pace of the music.

Mills has geared up for the new operation with a worldwide policing system of pix score performances as well as handling the exploitation phase. Robert, Mills son is heading the firm's new film department. Jack Mills, the company's prexy, left for Europe last week to finalize a global propurant of subsidiary firms which will supervise the picture score exploitation in each country.

The Mills disk label. American Recording Artists, will be intimitely linked to the pic time veriately linked to the pic time veriately linked to the pic time veriately linked to the pic time veriative.

tion in each country.

The Mills disk label, American Recording Artists, will be intimately linked to the ple tune venture. Although no commercial sale of platters is involved, ARA will cut all film tunes controlled by Mills for disk jockey promotion to be timed with picture playdates, Irving Mills asserted that he does not intend to wait on the ma-

(Continued on page 42)

SPA ASKS VALANDO TO PAY 5G ROYALTIES

The Songwriters Protective Assn is currently talking with publishe Tommy Valando for a full settle ment of royalty coin owed to writ nent of royalty com-owed to writers by Valando. Latter reportedly owes slightly more than \$5,000 to some 100 different writers, and SPA has asked Valando to pay off on the installment plan. SPA wants to collect the money for distribution.

to collect the money for distribution to its members and has asked Valando to put the writers' copyrights as security.

Since early last year, Valando has paid off over \$55,000 which he owed to writers. Current sum in question is relatively negligible, considering the number of writers involved, and Valando has indicated that he will make a full payoff.

Rodgers' 'Victory at Sea' As Victor Long-Play Set

"Victory At Sea," a symphonic tone poem written by Richard Rodgers and based on his background music for the recent NRC-TV program series, will be released in a long-play set by RCA Victor. Robert Russell Bennett will consider that the work under Rodger's ex-

Robert Russell Bennett will con-duct the work under Rodgers' su-pervision.

Rodgers batoned the composition with the St. Louis Symphony sev-eral months ago.

Jacobs as Thiele Asst.

Bob Thiele, recently upped to Coral Records' artists & repertoire chief, has named Dick Jacobs as his assistant. Jacobs, who once arranged for the Tommy Dorsey and Sy Oliver bands, had been free-laneing on disk dates.

Jacobs moves into the spot formerly held by Thiele before Milt Gabler moved over tom Coral to Decca as a&r topper.

Leon Payne to Decca

Longhair Disk Reviews

rectuoven: Concerto No. 1 in C

(We st min ster; \$5,95). Accomplished, poetic performance of the Mozart-like concerto by planist Badura Skoda, assisted by the Visenna State Opera orch under Herman Scherchen.

Gould: Latin - American Sym-

Elgar: Symphony No. 1 (RCA victor; \$5.95). Symph, a little long. Is vigorous program music in the romantic tradition, deeply: emotional and stirring. London Philipharmonic under Sir Adrian Boult gives it an impassioned reading.

Liszt: Concerto No. 1 in E Flat and Hungarian Fantasy (Columbia: \$5.45). Two Liszt planistic was stantial.

Liszt: Concerto No. 1 in E Flat suite: is very colorful; Barber picces are varied, lyrical and substantial. Stantial. Other disks of interest: Albeniz's the Philiadelphia Orchestra under Eugene Ormandy. Fine musicianship mitches technical brilliance. Schubert: Sonata for Cello and Plano in A Minor (Docca; \$3.85). The so-called "Arpegrione" sonata is a melodious, though somewhat serious work played with sensitivity by cellid Enrico Mainardi and planist Guido A. Borciani.

Beethoven: Concerto No. 1 in CWestminster; \$5.95). Accomplished, poetic performance of the Mozart-like concerto by planist Badura Skoda, assisted by the Vienna State Opera orch under Herman Scherchen.

Gould: The Mozart Index of Cello and Plano in A Minor (Docca; \$3.85). String Trios in G and D. Op. 9 (Westminster): Mussorgsky Orselisted Program (M-G-M). Philharmonia orch of London. Bron.

Frank B. Walker, general manager of M-G-M Records, received Global News Syndicate (Negro press Badura Skoda, assisted by the Vienna State Opera orch under Herman Scherchen.

Songs With Largest Radio Audience

The top 30 songs of week Imore in case of ties), based on congrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatman, Director, Alphabetically listed.

Survey Week of June 19-25, 1953 (Listed Alphabetically)

All By Myself	Berlin
Allez-vous En*"Can-Can"	Chappell
Anna1"Anna"	Hollis
April In Portugal	Chappell
Big Mamou	Peer
Report	Loods
Call Of The Faraway Hills-"Shane"	Famous
C'est Magnifique—*"Can-Can"	Chappell
Doggie In The Window	Santly-J
Honey In The Horn	
I Believe	Cromwell
I'm Walking Behind You	Leeds
Lust Another Polka	Frank
Just Another Polka. "Keep If Gay—*"Me And Juliet". My Flaming Heart—""Small Town Girl".	Williamson
My Flaming Heart—"Small Town Girl"	Robbins
"My One And Only Heart	Roncom .
No Other Love—*"Me And Juliet"	Williamson
Pretend	Brandom
Ramona	Lion
Return To Paradise-"Return To Paradise"	Remick
Ruby-t"Ruby Gentry"	Miller
Say Si Si	Marks
Say You're Mine Again	Blue River.
Seven Lonely Days	
Side By Side	Shapiro-B
Somebody Stole My Gal	
Something Wonderful Happens	Johnstone-M
Song From Moulin Rouge-"Moulin Rouge"	Broadcast
Terry's Theme From Limelight Limelight	Bourne
Wedding Day	BVC
Your Cheatin Heart	Acuff-R

Second Group

A Blues Serenade	MIIIS
Almost Always	Brandom
Caravan	
Coquette	
Dancin' With Someone	Valando
Don't Let The Stars Get In Your Eyes	Four-Star
Eyes Of Blue—"Shane"	Paramount
Gambler's Guitar	Devere
If I Love You A Mountain	Feist
Into Each Life Some Rain Must Fall	Pickwick
Is It Any Wonder	Midway
Johnny	Iris
Lady Of Spain	Fox
Marriage Type Love-"Me And Juliet"	Williamson
Melba Waltz "Melba"	BVC
My Lady Loves To Dance	
Nearness Of You	Famous
P. S. I Love You	La Salle
Send My Baby Back To Me	Morris
Send My Baby Back To Me Somebody Wonderful	Disney
Vaya Con Dios	Ardmore -

Top 10 Songs On TV

(Listed Alphabetically)	
Congratulations To Someone	United
us an man win me	Chappell
Just Another Polka	Frank
My One And Only Heart	Roncom
Nearness Of You	Famous
Ooh What You Do To Me	Hawthorne .
Send My Baby Back To Me	Morris
Somebody Stole My Gal	Robbins
Song From Moulin Rouge	Broadcast
That Fresh Little Jones Boy	Commercial

Five Top-Standards

Best Thing For You Berlin I Won't Dance Harms	
I. Woo'l Dange	
Tyon C Dance	ż
Moonlight And Shadows Famous	
One Night Of Love Rourns	"
There's No Business Like Show Business Berlin	
You've Got To Be A Football Hero Feist	2===

t Filmusical. . Legit musical.

Best British Sheet Sellers

Limelight Bourne In Golden Coach. Box & Cox Hold Me Mills
Downhearted ... New World Pretend Leeds
Windsor Waltz Reine
Black Eyed Susie Cinephonic Tell Me You're Mine Chappell Wonderful Copenhagen Morris

Second 12

I Talk to Trees ... April in Portugal Chappell Sterling Oh Happy Day Chappell Celebration Rag Coronation Rag ... F. D. & H. Doggie in Window... Connelly Hot Toddy Aberbach Little Red Monkey ... Robbins Wild Horses Morris Have You Heard ... F. D. & H. Tell Me a Story . . Cinephonic Till I Waltz Again . F. D. & H.

Col in Revamp Of Int'l Division

Spotlighting the growing importance of the foreign disk market. Columbia Records has revamped its international department. Arnold Berry, formerly Col's budget chief, has been named director of international relations to handle the company's foreign licensing operation. Leon Ruysschaert, manager of the export division, was upped to director of export sales, covering both disks and phonograph machines.

In other personnel changes, Ray Builler was named assistant treasurer under Bill Wilkins and Bill O'Boyel, formerly N. Y. regional sales manager, was named national sales manager for Col's phono division which is headed by James A. Sparting. Spotlighting the growing impor-

July 4 Disk Firecrackers

Harry E. Humphrey declaiming the Declaration of Independence and Washington's Farewell Address. Berliner's example of recording numbers that would have sales value only on or around the Fourth was not largely followed. A. few "descriptive sketches" with Independence Day as their motif were also cut into the wax. One of the most amusing was a 1909 Victor, "Fourth of July in Jayville Center," written by Frank C. Stanley, a concert basso of considerable artistic stature who was also the organizer of the once world-famous Peerless Quartet. Stanley, who died in 1910, was also a fine comedian, The record was recorded by Stanley and Byron G. Harlan with the assistance of, as the label puts it, "a chorus of rubes." Although slightly burlesqued, it brings vividly to mind the kind of Fourth of July observance that prevailed from the end of the Civil War I—the celebration in the grove with the patriotic address by "Squire Doolittle," the shooting of fireworks and a rousing rendition of the national anthem. Platters such as this will be of considerable value 100 years from now to students of American history, because they gave true flavor of bygone Americans.

Cal Stewart's Explosion

Somewhat similar is Cal Stewart's account of "The Fourth of He had adverted by Blather and the providence, R. I., a day earlier.

Cohan's Click

It was largely the terrific suc-

Cal Stewart's Explosion
Somewhat similar is Cal Stewart's account of "The Fourth of July at Punkin Center." In his familiar guise of "Uncle Josh Weathersby." Stewart tells of the misadventures that befell a Vermont village on the holiday. The climax was reached when Hank Weaver and Abe Sprosby, not having firecrackers, decided to make the needed noise by laying sticks of dynamite on an anvil and throwing rocks. The noise was satisfactory—but "we're going to bury Hank Weaver next Sunday if we can keep him long enough in this hot weather. We ain't seen hide nor hair of Abe Sprosby."

Considerable ingenuity was ex-

this hot weather. We ain't seen hide nor hair of Abe Sprosby."
Considerable ingenuity was exercised in dressing up the standards. Among the many versions of "Yankee Doodle" was one issued by Victor in its educational series, first giving the old tune played on the violin as a jig, followed by the oldest printed version, then a fife and drum performance, and finally the works by the full band. One of the first 12-inch Decca records, around 1935, had the piano duo of Jacques Frey & Mario Braggiotti playing "Doodle" straight, then as it might have been arranged by Bach, Beethoven, Chopin and Gershwim. A similar favorite stunt; with 'vaude pianists was playing "The Entertainer's Rag" as Ray Turner does it on a Capitol record, with one hand tearing of "Yankee Doodle" while the other takes care of "Dixic."

1. I'M WALKING BEHIND YOU (6) Eddie Fisher Victor

Cohan's Click

Cohan's Click

It was largely the terrific success of Cohan in such musicomedies as "Little Johnny Jones" and "George Washington, Jr." that made the welkin ring with praise of "The Good Old U. S. A." "My. Dream of the U. S. A." and "The Stars, the Stripes and You"—ususually prononuced by vaudesingers as yew. Cohan's "Yankee Doodle Boy" was Victor's best seller of 1905, and "Grand Old Flag" took over in 1906. And for another half-dozen years Cohan, as well as many another tunesmith, successfully worked the patriotic mine with "Any Place the Old Flag Flies" and many others in similar vein.

After a while the incessant na-

rision which is headed by James A. Sparling.

Considerable ingenuity was exercised in dressing up the standards. Among the many versions of Yankee Doodle, was one issued by Victor in its educational series, fits education

VARIETY 10 Best Sellers on Coin-Machines

2. SUNG FROM MOULIN ROUGE (8)	Percy FaithC	olumbia
3. APRIL IN PORTUGAL (8)	Les Baxter	
4. SAY YOU'RE MINE AGAIN (8)	Perry Como	
5. RUBY (7)		
0. ANNA (2)	Richard Hayman1	
7. PRETEND (18)	Sylvana Mangano	
8. I BELIEVE (11)		
9. VAYA CON DIOS (2)	Frankie Laine C	olumbia 🚶
10. SEVEN LONELY DAYS (9)	Paul-Ford	Capitol
a Dick and House the Land of the Control of the Con	Georgia Cibbs	Mercury
그림 (1) : '' 그는 아이들이 살아 내려면 하는 것이 되었다.		
Second Group	선물 중에 되고 말하다는 요.	
VOLD CHILDREN VICTOR	싫어적이 그러워된 생활하는	
YOUR CHEATIN HEART	Joni James	M.G.M
Make the second and a first first product of the first of	Pee Wee Hunt	Capitol
HALF A PHOTOGRAPH	Kay Starr	
TOUR CHEATIN' HEART	Frankie Laine C	
ID MAINER DIE TOUNG	Hilltoppers	
	Frank Chacksfield	
UAMBLER'S GUITAR	Rusty Draper1	
no-no sono		
JUINN1	Red ButtonsC	
	Paul Ford	
DOWN BY THE RIVER SIDE	Mantovani	London
DOWN BY THE RIVER SIDE	Four Lads	olumbi a
NO OTHER LOVE	Titing Como	. Vicioi
RUBY	Victor Young	
YOU, YOU, YOU	Amae Bros	Victor

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution Encompassing the Three Major Outlets

Coin Machines Retail Disks Retail Sheet Music

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with Variety. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines), and three ways in the case of tunes (disks, coin machines, sheet music).

TALENT

POSITIONS This Last	그 보이 경찰자 사람들 하고 말했다. 생물이 되어 들어 먹다.	
Week Week	ARTIST AND LABEL	TUNE
1 1 2 2	PERCY FAITH (Columbia)	Song from Moulin Rouge . I'm Walking Behind You
3 3	LES BAXTER (Capitol)	(April in Portugal)Ruby
	PERRY COMO (Victor)	Say You're Mine Again My One & Only Heart No Other Love
5 5	RICHARD HAYMAN (Mercury)	(Ruby)April in Portugal
6 6	FRANKIE LAINE (Columbia)	(I Believe) Your Cheatin' Heart
	LES PAUL-MARY FORD (Capitol)	Vaya Con Dios
8	FRANK CHACKSFIELD (London)	. Limelight Theme
9 9	HILLTOPPERS (Dot)	I'd Rather Die Young
.10 8	SYLVANA MANGANO (M-G-M)	
POSITIONS	TUNES	

١.	and the second second			
	POSITIONS This Last	(*ASCAP. †BMI)		
	Week Week		PUBLISH	ER .
	1 1	SONG FROM MOULIN ROUGE	Broad	least
١.	2 2	*PM WALKING BEHIND YOU	A January Company	eeds
	3 3	*APRIL IN PORTUGAL	Chai	ppell
	4 4	*RUBY	īM	lillor
l.	5 5	*I BELIEVE	Cron	woll
ŀ	6 6	SAY YOU'RE MINE AGAIN	Movi	dian
).	7 7	†YOUR CHEATIN' HEART	Δοι	of D
	8 8	*PRETEND		
1	9	*LIMELIGHT THEME	D ₀	uom
ĺ	10 9	†ANNA		urne.
				oms.

RETAIL SHEET BEST SELLERS

sale fron and ratin	MDS Weisner Bros. W	
National Rating This Last wk. wk.	Now York, MDS Now York, MDS Nochester, Neisne Boston, H. N. Ho Chicago, Carl Fis St. Louis, St. Lou Philadelphia, Cha Minneapolis, Schi Detroit, Grinnell Kansas City, Jen Los Angeles, Mo Seattle, Capitol N	
1 1	†Moulin Rouge (Broadcast) 2 3 1 1 1 1 1 2 1 3 2 1 113	3
2 3	*I'm Walking Behind You (Leeds). 3 1 9 4 2 3 2 3 3 2 1 2 97	
3 2	*April in Portugal (Chappell), 4 2 3 2 3 2 6 1 6 1 3 3 96	Ξ.
4 4	*I Believe (Cromwell) 1 4 6 6 5 7 3 4 2 5 4 5 80	
5 5	*Ruby (Miller)	
6 7	*Pretend (Brandom) 6 7 8 8 10 5 5 8 6 8 39	7
7 6	tYour Cheatin' Heart (Acuff-R) 6 2 9 7 9 6 9 7 7 37	
8 8	Say You're Mine (Meredian) 9 7 10 5 9 8 7 10 9 9 6 32	
9 9	*Seven Lonely Days (Jefferson) 8 10 6 8 5 8 5 9 29	•
10 11	*Just Another Polka (Frank) 7 10 5 7 6 10	į.
11	*No Other Love (Williamson) 8 ,)
12 14	†Anna (Hollis)	3
	*Doggle in the Window-(Santly-J)	t -
13B 12	*Nearness of You (Famous)	<i></i>
15		•

*Almost Always (Brandom)....

Jocks, Jukes and Disks

By MIKE GROSS

Dinah Shore: "Blue Canary" r&b market. They're a little "Eternally" (Victor). "Canary" should be a highflyer for Dinah Shore this summer. It's a bright and melodious novelty with bird-sound gimmickey. She belts in a breezy manner. The theme from "Limelight" gets lyrie addition in Eternally. 'It does little for the charming melody, in fact the me flodic line gets lost in the minimaginative wordage. Miss Shore's sincere styling won't pull it through.

Bill Darnell: Tonight Loye" through barnell's vocaling should drive it into the payoff bracket. He sells with an effective romantic flavor George Barnes guitar backing gives it an added zest. Reverse is an okay slow tempo ballad that gets a nead Darnell devicery.

Eddy Howard: "Loye Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live", The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of corny lyric and single melody in "Love Every Moment You Live". The Right Way (Mercury). Blending of the melody in the live of the ment of the ment

Best Bets

DINAH SHORE BILL DARNELL TONIGHT LOVE
(Decca) Come to Me

DINAIL SHORE

(Victor)

BILL DARNEL

(Pecca)

Comie to Me

Vour Flame' (Calumbia). Richard
Bowers second entry for Columbia
after "Conier Neson" marks him as
a comer. He projects an imparitating romante flavor in "Tear Drop
in the Rain," It's a quality halled
blay sexellent change lowers do
laws excellent change lowers
orch assist is topflight.

Ellera Barton: "I Ain' Grant
reverse. Gets across some zungy
riff cfforts that demand replays
Tossup as to which side will nab
the most spins. George Sirave's
orch assist is topflight.

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the most spins. George Sirave's
orch assist is topflight.

Ellera Barton: "I Ain' Grant
reverse. Gets across some
reverse. Gets across so

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7	AREIT DIS					s				1			
as meli	This compilation is designed a as well as those on top. Rating for a No. 1 mention. 9 for a N	to indicate those rec gs are computed or o. 2 and so on dow	it designed to indicate those records rising in popularity top. Ratings are computed on the basis of 10 points 9 for a No. 2 and so on down to one point.		OBC MCVE	NOW.	NORZ MORZ	MEE Mes	N. UONA	WV.	MCPG WERI	C-KEC	коот
and jockes all sectors ASCAP.	and fockeys will vary week to week all sectors of the country regionally. ASCAP. +BMI.	veek to present a c ly.	comprehensive picture of	tW—Is ιW—∍α	rtis—M.		-sindm nosw nosi	nsmbəl W—vs —əwo. —əwo.	/—Arel >VV—an	I—KEV P←-K1	-nosyos biode sbiso	KWL ouKL (SI) <i>N</i>	Ж—) 130 — МэкПо О Ч
Pos. Pos.	No.			БэU	ur) Gilfa Ba	ж ч •а	AW.		er ('	asid	dəqş	yoo.	og y
Jast Wk	weeks Artist	Label	Song	Joe Joe	YRI. ns[A	dost. oliM	Bob Bill	imit.	303I	110	Cil 3	1(18) 81(Fran
1 1 15		Columbia	Song From Moulin Rouge	6 4 9		2	5	9	3	1	5 8	7 2	7
2 4	9 Eddie Fisher	Canifol	*I'm Walking Behind You	10	2 2				7 5	NI	4 1	3 1	
r c	1		+Say You're Mine Again		0 4	4	3	4					۵
	\Box		Say Si Si		3	3	8	8 3 8		П		4	7 59
6.4 3	13 Richard Hayman	Mercury	*Ruby	6	× 0	ŭ	5	3		4 %	6 t		4
ه ا		Capitol	*Vaya Con Dios		8		1				t-	#	
	Perry Como	Victor			6	7	3		4 6		2	7	46
11 10	5 Frank Chacksfield	London	*Limelight Theme	10	5 1	8 2		9		8		80	6 38
	6 Hilltoppers	Dot	*I'd Rather Die Young		9		&				5		30
91	Sylvana Mangar	M-G-M		2	7		4						30
15 43	7 Kay Starr	Capitol	*Half a Photograph		71	,	0				7	,	
			the Loves Me			9		2				6	8 3 24
7	1		*Organ Grinder's Swing		7			6 10		9			
18 6	. T	Capitol	*Y'm Walking Behind You	no			2 9	2	#	0			21
A 34	20 Joni James	M-G-M	** * Your Cheatin' Heart	9				es LO		6	10		P2 -
41	11	Kem	*A Wooin' We Will Go						6			2	3 19
22A 36	3 Rusty Draper	Mercury	†Gambler's Guitar		3 10	6 0						5	17
24A 46	2 Ames Bros. 3 Ralph Marterie	Mercury	Crazy, Man, Crazy		•			2			10	•	17
		Capitol	*Ruby						4	1	3 0	0	C 1
	Nat (King) Cole	Capitol	*I Am in Love			. 10	8						1 14
28.4 28 2	0 Mantovani 2 Pete Hanlev	Okeh	*Mend a Broken Heart	uge.			4	**					14
		Okeh.	احوا إ			2		4			•		13
		Capitol	*Оh!			_			4	7		7	.12
30C	Jim Lowe	Mercury	Gambler's Guitar				8			7			13
		H	*I Love Paris				10						11
33B 33C 38	2 Nat (King) Cole	Columbia	*Cand* Line	7			***						H
		Capitol	*Johnny						6			٥	19
36B	2 Judy Garland 1 Tommy Mara	Columbia	*Without a Memory	1									10
91 16	1	-	*Caravan					α					9 6
20			*Pretend				10	4					5 œ
		- -	*Seven Loney Days					10					•
MA 1	Darrell Glenn	Valley	'Guitar Boogie Shuffle †Crying in the Chapel	8	×	9							∞ r
3B 2	Gordon MacRae		*C'est Magnifique			8	<u> </u>						
7 7	Camarata	Decca	*Return to Paradise	7									9 6
A		Columbia	*Ho-Ho Song			6		0		8			
34 1	\mathbf{L}	Capitol	*The Nearness of You				6	6				6	4 4
ء د د	Freddy Martin Victor	Columbia	*Pour B- the Direction					6		6			4
	Sinatra	Capitol	*I've Got World on a String	ring	:	01							63 6
					Copyrigh	y, Inc. All Rights Res	erved .						Ĕ

3 Hitzanda Miss



It's So-oo-oo Good!

C'EST SI BON

EARLA A T

C/W

AFRICAN LULLABY

20/47-5358



Their Greatest Instrumental!

"0"

SAUTER-FINEGAN

THE MOON IS BLUE

20/47-5359



With That "Hot Toddy" Beatl

RUB-A-DUB-DUB

RALPH FLANAGAN

THE STOP AND KISS DANCE

20/47-5361

MISS JUNE VALLI

Big Tune Climbing!

Love Every Moment You Live

Crying in the Chapel





ORCHESTRAS-MUSIC

Bermuda Contest Junket
Joseph B. Elliott, RCA Victor
vice-prexy over consumer products, and Larry Kanaga, Victor's
sales chief, hosted 170 disk retailers on a seven-day trip to Bertailers on a seven-day trip to Bertailer on the Windows of the bighest percentage of sales quota on the Victor catalog of bestsellers from March 1 to April 30.

April 30:

It was the second such contest staged by Victor to boost sales. The first, held last year, hypord Victor's catalog sales by about 50%, according to Kanaga. The contest was run by Victor's distribs in 53 sales territories and dealers from Florida to Alaska silver dollar to every 25th person were among the prize-winners.

Toledo Sports Arena Rigged for Longhairs

at gate.



TROPICANA (Eastwick)

LIFE IN NEW YORK (Duchess) — "Tagged hit from beginning to end," states Cash Box in awarding Monty Kelly (Essex) "DISK OF THE WEEK" honors, Top dock is a lush and stringy instrumental, penned by Bernie ("Vanessa") "Wayne. Reverse is the beautiful theme and title song of that new TV series.

UNFAIR (Paul) - Tony Martin (Vic.) clicks with his latest, a remantic ballad with lush backing by Henri Rone. Cash Box names it "DISK OF THE WEEK." Variety's MARTIN CLICKS report: "should give Martin the best spinning action he's had in some time;"

MOONLIGHT TANGO (Village) — Ricky Hale (Dana) rates a Cash Box "BEST BET" for this "polished vocal on a lovely, lush tango . . . potent side that could hit big." POTENT

"BEST TILL THE MOON TURNS GREEN (Emperor)

I WANNA KNOW (Park Ave.) — Johnny Long (Coral) earns a Variety "BEST BET" with this pair. Billboard and Cash Box believe both sides can make the grade.

* * * * *

ALL ! DESIRE (BMI) — Bob Manning (Cap.) comes up with a "SLEEPER OF THE WEEK" tag in Cash Box Title song from the motion picture "can make a great deal of noise," is the verdict. The instrumental version by Camarata (Dec.) is nominated a "BEST BET." "SLEEPER OF THE WEEK'

"BEST (SHE LOYES ME (Granson) — Jenny Barrett (Vogue) Micked off this girl version to make it a Billboard "REST BUY," Don Cornell (Coral), in a boy treatment, rates "NEW RECORD TO WATCH" attention.

CRYING IN THE CHAPEL (Valley)—Darrell Glenn (Valley) gave this semi-religious number a big send-off and Billboard reports it a "NEW RECORD TO WATCH," with similar honors to the Rex Allen (Dec.) and June Valli (Vic.) releases, "strong cover records that should pull pop action."

ANGEL EYES (Bradshaw) — Nat "King" Cole (Cap.) in an impressive performance of the blues item from the film. "Jennifor." (Cash Boy lists it "DISK OF THE WEEK." Nat Cole has that same wonderful sound," says Billboard.

■ MAMA DON'T WANT NO PEAS AN' RICE AN' COCONUT
OIL (Marks) — Bob Carroll (Derby) wins "SLEEPER OF
THE WEEK" spot in Cash Box for "a march novelty that
could take the country by atorm . . . a sockerod." NOVELTY

* * * * *

KISS ME AGAIN, STRANGER (Blackwood) — Doris Day
(Col.) "creates a good stir," reports Billboard, citing tune a "NEW RECURD TO WATCH." The intimate, whis-"DISK pery ballad looks big.

* * * * BUTTERFLY LOVE (American) BEST

■ LET ME LOVE YOU JUST A LITTLE (Amorican) — Jim Reeves (Abbott) rates a Billboard "BEST BUY" with action lively on both sides.
★ ★ ★ ★ ★

"BEST DO ME A FAVOR (Presto) consider smi—Lisa Kirk (Vic.)

BET" has "her best chance." according to Various and gives
disk a "BEST BET." Cash Box says, "results are
terrific."

SYMPHONY OF A STARRY NIGHT (Johnstone-Montel) -STRONG Hugo Winterhalter (Vic.).

YOU'RE MINE MY LOVE (Ward-Sears) - Bob Santa Maria

SOMETHING WONDERFUL HAPPENS (Johnstone-Montei)

BROADCAST MUSIC,

580 FIFTH AVENUE . NEW YORK 36, N. Y. NEW YORK . CHICAGO . HOLLYWOOD . TORONTO . MONTREAL

RETAIL DISK BEST SELLERS

Philadelphia—(John Wanamaker) VARIETY Survey of retail disk best sellers based on reports ob tained from leading stores in York-(Davega 12 cities and showing com-parative sales rating for this and last week. Angeles POI leveland National Rating This Last . 108 Artist, Label, Title PERCY FAITH (Columbia) PERCY FAITH (Columbia)
"Song from Moulin Rouge".

EDDIE FISHER (Victor)
"I'm Walking Behind You".".
LES BAXTER (Capitol)
"April in Portugal"... 1 2 1 1 9 2 2 2 2 5 9 4 2 2 8 3 3 2 3 RICHARD HAYMAN (Mercury) 3 "Ruby "Ruby"
FRANK CHACKSFIELD (London)
"Limelight Theme".
PERRY COMO (Victor)
"Say You're Mine Again".
FRANKIE LAINE (Columbia)
"I Believe". 5 3 10 7 6 6 10 6 8 7 AMES BROS. (Victor)
"You, You, You"
HILLTOPPERS (Dot) 29 8 "P.S. I Love You"

PERRY COMO (Victor)
"No Other Love" 22 9 10 8 10 . 10 10 1 10 PAUL-FORD (Capitol)
"Vaya Con Dios" 11 LES BAXTER (Capitol)
"Ruby" 12 . 14 PEE WEE HUNT (Capitol) PAUL-FORD (Capitol)
"Johnny" HILLTOPPERS (Dol)
"I'd Rather Die Young"
KAY STARR (Capitol) 15A 12 11 15B 16 "Half a Photograph"
RUSTY DRAPER (Mercury
"Gambler's Guitar" 17A "Gambler's "Guitar"

BILL HALEY (Essex)
"Crazy, Man, Crazy"

KAY STARR (Capitol)
"Allez-Vous-En" 17B 15 6 19A NAT (King) COLE (Capitol)
"I Am in Love" -5 MUSIC FOR LOVERS WONDERFUL TOWN CAN-CAN AVORITE TANGOS ME & JULIET

FIVE TOP ALBUMS

ONLY Broadway Cast Jackie Gleason Capitol H-352

Décca DL 9010 DA 937 9-391 Capitol S 452 EDM 452

oadway Cast

Mantavani Broadway Cast Victor OC 1012 EOC 1012 LOC 1012 London LL 768 EOA 458

their baseball games . . Eddy Howard orch due in at Joe Malec's Peony Park this weekend (3-5).

On the Upbeat

New York

New York

Fred Amsel, Karen Chandler's manager, left for the Coast yesterday (Tues.) to line up dates for the songstress. Doc Berger, vet plugger, in his seventh week at Brooklyn Veterans Hospital.

Johnny Parker, crooner-songsmith, resigned with BMI for another year. Roger Coleman opened at the Gay Haven, Detroit, Monday (29). Patricia Music hosting press and decjays at Billy Eckstine's opening at Birdland, N. Y., tomorrow (Thurs.) Frank Stanton, plugger for Roxbury Music, leaves for the Coast July 6 for a month's stay. George Shearing into the Bandbox, N. Y. July 25.

Alan Dean currently at the Three Rivers Inn, Syracuse, N. Y. Crooner Johnny Clark pacted by the indie Marvello label.

Ruth Brown headlines bill at Apollo Theatre, N. Y. Friday (3). Duke Ellington-Count Basie tandem move into the Bandbox, N. Y. July 7. Billy Taylor Trioopens at the Club Elegante, Brook-Jyn, July 2. Crooner Dick Duane inked to the indie Barbour label.

Chicago

Ray Pearl playing Peabody
Hotel, Memphis, on Aug. 3 for one
week, following with two frames
at Riviera, Lake Geneva, Wis., beginning Aug. 18 . Joy Kayler to
Paris Gardens, Escanaba, Mich.,
July 1 for two stanzas Henry
Brandon-taking-over-Trianon-Ballroom, Chi, Aug. 18 for three.
Ray McKinley into Lakewood Casino, Fort Worth, for 10 days beginning July 10 with one-nighters

for rest of the month. Four Freshman booked for four frames at Yankee Inn. Akron, bowing in July 27. Henry Busse opens Peabody Hotel, Memphis, Aug. 10 for fortnight fortnight.

London

U. S. agent Billy Shaw en route to Dusseldorf for meeting with foreign band bookers. Ronnie O'Dell group left Ciro's Club to play season at Castellana Hilton Hotel, Madrid, Blind pianist Joe. Saye augmenting at Ciro's to take over all musical chores. Mary Lou Williams booked for dates in Holland and Copenhagen. Heinz Alexander, bandleader from Singapore, is here on vacation. Sunday lunchtime BBC spot, peak of dance band listening here, went to Sid Phillips group, with deejay Jack Jackson from Sunday (28).

Omaha

Organist Cheryl Corby started sixth month at Cottonwood Room of Blackstone Hotel . . . Lei Aloha Hawailans holding forth at Dundee Dell . . Omaha Cardinals hiredorganist Warren Piper to play at

Topflight Deejay

with an original program idea, and possessing air salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to Box 218, Cleveland, Ohio.





REMICK MUSIC CORP. - M. WITMARK & SONS
WARNER BROS. MUSIC DIVISION
488 MADISON AVE., NEW YORK 22, N. Y

Inside Stuff—Music

Two of songwriter Bob Merrill's current tunes are adding to the confusion of pop song titles. His "Butterflies" tune, cut by Patti Page confusion of pop song titles. His "Butterflies" tune, cut by Patti Page for Mercury, came out simultaneously with the Mills Bros. cut of "Pretty Butterfly," Sunny Skylar's adaptation of Anton Dvorak's "Humoresque." Merrill's ballad, "If You Were Mine," etched by Marlo Lanza for RCA Victor, is at least the seventh tune to be published under this title. The ASCAP song index lists six others plus two tunes under the title of "If You Were Only Mine,"

The spotting of Jane Russell with Marilyn Monroe in the new M-G-M Records' "Gentlemen Prefer Blondes" album was done with the okay of Irving Mills, Mills Music vice-prexy who heads the firm's American Recording Artists label. Miss Russell is tied up as an exclusive artist to ARA but Mills released her as a business courtesy to M-G-M Records' Coast exec, Jessie Kaye, The switch is that previously, when Mills was planning to put the Russell-Monroe combo back-to-back on ARA, the 20th-Fox studio heads refused to release Miss Monroe for the project.

"Too Much Mustard," the oldie which was heard a couple of weeks ago on the Ford 50th anni TV show, was originally spotted in the RKO Fred Astaire-Ginger Rogers starrer, "The Story of Vernon & Irene Castle." back in 1939. Al J. Neiburg, an ASCAP writer, wrote the new lyrics to "Mustard," using the original 1911 tune by Cecil. Macklin which was titled "Trene & Vernon Castle Tango." It's a split copyright between SESAC, which licenses the Macklin tune, and ASCAP, which controls the Neiburg lyric. Schuberth Music publishes bully versions. both versions.



sings

I LAUGH TO **KEEP FROM** CRYING

SEND MY **BABY BACK** TO ME 78 RPM 45 RPM



701 SEVENTH AVE., NEW YORK 36, N.Y.

anios' Rost Sellers...

VARIETY

	lisk	Companies'	Best	Sellers
CA	TATOMA T	·		ARTIST ¥
1.	VAYA (CON DIOS	Les	Paul-Mary Ford
2.	JOHNN APRIL	Y IN PORTUGAL		Les Baxter 🚦
, j.	SUDDE	NLY A PHOTOGRAPH		Kay Starr
3.				
4.	ANGEL	N TO PARADISE EYES		
5.	он!			Pee Wee Hunt 🛊
	SAN DLUMBI	I.A.		.
1.	SONG I	ROM MOULIN ROUGE		Percy Faith
2.	T RELL	SH RHAPSODY EVE		Frankie Laine
	YOUR.	CHEATIN' HEART		Y
3.	A PUR	IE AGAIN, STRANGER PLE COW		- Table 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1
4.	DOWN	BY THE RIVER SIDE		Four Lads
5.	CANDY	ME BACK LIPS WALK THAT-AWAY	Doris	Day-Johnnie Ray
CC	LET'S RAL	WALK THAT-AWAY		‡
1.	INTO E	ACH LIFE	Teresa I	Brewer-Les Brown
2.		ACH LIFE UCH MUSTARD OVES ME		
٠,	WHEN	HANDS OF CLOCK PR	AY AT MII)NIGHT →
3.	HEY! N	IR. COTTON PICKER WHERE GOOD TIMES		•
4.	TOYS	GONNA DO IT		Eileen Barton
5.	CRYIN	G IN THE CHAPEL	<u></u> . .	Art Lund
EN.	LOVE 1 ECCA	G IN THE CHAPEL EVERY MOMENT YOU	LIVE	II. Zasara III. I
ار 1,	PRETT	Y BUTTERFLY		Mills Bros.
2.		LET ME DREAM IN THE HORN		Four Aces
	ORGAI	GRINDER'S SWING		.
. 3.	MY HE	ART BELONGS TO DAI OT YOU UNDER MY S	DDY KIN	Peggy Lee
4.	RUBY	DROM MOTILINI DOLICE	re e e e	Victor Young
5.	CRYIN	G IN THE CHAPEL		Rex Allen
	I THA ONDON	NK THE LURD		
1.	TERRY	'S THEME FROM LIME		
		ENTAL MUSIC FROM L FROM MOULIN ROUG		
	VOLO	COLHMBO		
3.	TELL	RN TO PARADISE ME WE'LL MEET AGA	IN	
4.	CORO	NATION RAG CE THE BOOGIE		Winifred Alwell
5.	THE I	AST RHAPSODY	s	. Black-Mantovani
,	NILA ERCUI	WALTZ RY	· · · · · · · · · · · · · · · · · · ·	
i.	RUBY			Richard Hayman
2.	GAMB	MOOD LER'S GUITAR		Rusty Draper
3.	FREE	HOME DEMONSTRATIONE, FOR ME	UN	Georgia Gibbs
	THUN	DER AND LIGHTNING		
4.		ME YOU LOVE ME ETTE	grant state of	
5	SHAN LIME	E LIGHT		. Richard Hayman
Ī	I-G-M			
† 1	ANNA I LOV	ED YOU		.Sylvana Mangano
2	YOUR	CHEATIN' HEART BE WAITING FOR YOU		Joni James
3	. IS IT	ANY WONDER		Joni James
4	I LAU	DST ALWAYS JGH TO KEEP FROM C	RYING	Billy Eckstine
‡ • 5	SEND	MY BABY BACK TO N	1E	
‡.		LIGA R CHEATIN' HEART		,amin iriniams
	RCA VIO . I'M W	CTOR ALKING BEHIND YOU		Eddie Fisher
‡ 2	JUST	ANOTHER POLKA THER LOVE		
İ.	KEEP	IT GAY	* * * * * * * * * * * * * * * * * * * *	
Į 3	CRYI LOVI	NG IN THE CHAPEL EVERY MOMENT YOU	U LIVE	June Valli
‡ .4	YOU,	YOU, YOU	,	
Ţ	WITH	THESE HANDS		Eddie Fisher
‡	WHE	N I WAS YOUNG		

Mills Music

Continued from page 35 -

jor disk companies to okay his pic tunes. If necessary, he said, he will prove the potential of the film music via the ARA disks. The ARA label, moreover, will enable Mills to give their own interpretations to the scores. The ARA masters will be available for sale to the commercial diskers and Mills is now talking deals with Decca and Mercury on several pix album productions planned by ARA.

Decca and Mercury on several pix album productions planned by ARA.

Mills stressed the value of disk jockey plug in the company's pic score exploitation program as the only way of protecting the interests of the film producers and the songwriters. He pointed out that the indie producers, unlike some of the major studios who regard music as "incidental," are interested in every exploitation angle as well as "earning every last dollar," including the income to be drived from music.

Mills is setting distribution for the ARA masters throughout Europe via affiliations with regular Continental labels. Outlets are also being arranged in Africa and Australia and Irving Mills is due to make a trip to Japan in August for a Nippon disking deal. With its new studio tieups, Mills is now the largest publisher of current picture tunes in the business. The firm is setting campaigns with the following pix: RKO's "The French Line," scored by Josef Myrow, Ralph Blaine and Bob Wells; RKO's "Second Chance." with music by Roy Webb: Columbia's "Sadie Thompson" and "Let's Do It Again" both scored by Ned Washington and Lester Lee; UA's "No Escape," with music by Bert Shefter; and "The Marshall's Daughter," scored by Ken Murray and Stan Jones.

Irving Mills was instrumental in making the pic deals via his longtime familiarity with the producers in Hollywood where he resides. He heads homewards from N. Y. late this week but will stop over briefly in Chicago for talks with Irving Green, Mercury Records chief, and Duke Ellington, who is playing at the Blue Note there.







VARIETY says this about Lita's recent release (1349 and 45-1349)

"RETURN TO PARADISE . . . gets a superlative rendition by British songstress Lita Roza, a consistently fine stylist who gets her best chance to crack the U. S. bestseller lists . . ."



Bows Concerto in London

Eastern Mountaineers See Solid Upbeat Adler Set For Long Tour; Starting July 4; Talent Picture Bright week

The mountain resorts in New York State expect not only one of the most prosperous July 4 weekends but a terrific season over all. Vacancies at the top spots are virtually non-existent for the holiday span, and requests for bookings for other periods are far ahead of last season.

for other periods are lar allead vilast season.

This condition applies not only to N. Y. State but to other vacation belts. The Poconos are also hitting a siege of prosperity and spots in the Adirondacks, Vermont, northern New Jersey and elsewhere are getting a heavy roster of reservations.

Mercury. Artists Corp. reports that starting July 4 it will have 115 musical units playing vacation spots, many of them in the mountain belt. Number of acts that will be working the mountain regions will be many times in excess of that number. Virtually all agencies have depleted their lists in order to supply the holiday need for resort talent. The July 4 and Lahor Day weekends represent the peaks in short-term talent employment.

Lahor Day Weekends represent the peaks in short-term talent employment.

There's only one adverse aspect to the mountain picture, but even that will work to the advantage of the inns having shows. The bungalow and cottage rentals are considerably below last year, and it's believed that the unit rental difference represents a gain registered by hotels.

The major spots have been sold out since the last weekend. The hot spell in New York over Saturday and Sunday spurred bookings. Many of those already in the resorts made certain that reservations were made for them.

Generally, only the large spots had been assured of sellouts on the holiday, but this year the SRO shingle is being hung up on hotels of all sizes.

of all sizes.

CNE'S Act Pacts

Warren, Latona & Sparks have been signed for the Canadian National Exhibition, Toronto, Aug. 28 to Sept. 13, date being 14 days to Sept. 13, date beir

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Kay Thompson-Wms. Bros. To Reopen N.Y. Persian

Kay Thompson & the Williams Bros. will headline the first show at the Persian Room of the Hotel Plaza, N. Y. next season, starting Sept. 17. Room, which closed for the summer over the weekend, will formally unveil Sept. 1, but without a show.

Only entertainment at the Plaza during the summer will be in the Rendez-Vous Room with the Maxi-millian Bergere and Nicholas Mat-

AGVA Turns Over \$11.000 To Welfare Fund Trustees: More to Come After Audit

More to Come After Audit

The American Guild of Variety Artists turned over in excess of \$11,000 to the trustees of the union's welfare fund at a meeting held last week at the Roxy Theatre, N. Y., office of David Katz, the house's managing director. The fund has opened its own bank account and will let space within a few days. Trustees also appointed the accounting firm of Harris, Kerr & Foster to take care of the books. Prior to last Thursday's (25) meeting of the trustees, AGVA appointed another to represent the union. William Brenner, a Long Island realtor, was named and at the confab was elected co-chairman. Katz, representing the employers, is chairman.

Only member of the board of trustees who couldn't show no was

Only member of the board of trustees who couldn't show up was Rabbi Bernard Birstein, rector of the Actors Temple, who is currently in Israel. He's also representing the union.

AGVA is expected to turn over additional coin to the trustees as soon as an auditing is made of other funds still in its keeping. The trustees will purchase accident insurance and allocate rellef money to the union to take care of its indigent.

Orleans Cops Water Down Bourbon St. Cafe 'Doormen'

Bourbon St. Cafe 'Doormen'

New Orleans, June 30.

Police Supt. Joseph Scheuering
last week (25) ordered police to
silence barkers on Bourbon St., the
historic French Quarter's nitery
strip. He also said he would ask
the state board of tax appeals to
revoke licenses of clubs violating
any sections of the law.

Scheuering charged that many
nitery doormen have caused
"Bourbon St. to take on a carnival
or circus aspect. They are not
doormen but barkers." He charged
the doorman accost passersby,
making false claims about their
floorshows, and shout too much. He
also said that from time to time
"hoodlums who have police records" have been employed as doormen.

Police last week swooped down

Police last week swooped down on the street and arrested 14 doormen on a charge of being bois-

terous.

Lyall G. Shiell, Jr., attorney for several of the nightclubs, charged that police are committing "outrages against Vieux Carre club owners."

Nazarro's \$1,844 Award

Appellate Division of the N. Y. Supreme Court last week affirmed the decision of the Municipal Court, which had awarded person all manager Nat. Nazarro \$1,844 in past commissions from comedian Paul White.

raul write.
White sought to break the contract on the ground that Nazarro did not perform sufficient service. Nazarro has been collecting 30% from White.

Map Sumac Concerts

Concert tour is being plotted for singer Yma Sumac this fall. She played the Lewisohn Stadium. N. Y., last week and prior to that she scored in two weeks of longhair dates in Lima, Peru, and Caracas, Venezuela. Gross on the latter two dates was \$40,000.

Miss Sumac is heading back for the Coast this week.

Bows Concerto in London

Larry Adler flew to London last
week (24) to start a long tour of
concert appearances. At Ostend,
Belgium, Adler will give two solo
recitals July 4 and 5. Following a
series of concerts in Johannesburg
and other South African cities, beginning July 12, he will return to
London in mid-August.

The first performance of a new
harmonica concerto written for Adler by Arthur Benjamin will be
given at Aibert Hall, London, Aug.
15 as part of the Promenade concert series, with Sir Malcolm Sargent conducting the BBC Orchestra
in assist.

Percenteries Now In Midwinter Gait As Vegas Forces Long-Range Buying

Future bookings have placed talent agencies on a solid footing for
the summer. Cafe departments of
the major offices are now booking
so far in advance that activity
around the percenteries is virtually
on the same level as in midwinter.
Scramble for fall and winter
business comes as a result of the
pitches for Las Vegas dates for
pitches for Las Vegas dates for
headliners. Those spots have been
lining up headliners for as far in
advance as they can get commitments. This has forced other nitery

Continued on page 45)



Las Vegas Still in Adolescence With Bigtime Growing Pains: Irwin Spike Jones, "Insanities of 1954"

Developments in Las Vegas indicate that the potential of this desert Monte Carlo have not yet been tapped, according to Stan-Irwin, talent supervisor at the Hotel Sahara; Irwin visited New York last week for a few days and is now taking a feisurely auto trip back.

Irwin said that Las Vegas is still undergoing growing pains, Hotel space, especially on holidays and weekends, is still at a premium. Of course, most hotels are building additional wings to accommodate more visitors, and new hotels are building additional wings to accommodate more visitors, and new hotels are being blueprinted. Once this phase of the building program is completed. Irwin said, Las Vegas will be able to go after convention business. It's not feasible to do so now because of the acute room shortage.

because of the acute room shortage.

Las Vegas, intellers are now convinced that the more activity is in the town, the more will be spent there. It's believed that the race-track now being completed will bring additional visitors, and with it a flood of fresh; money.

Indication of how Vegas innkeep-

Indication of how Vegas innkeepers have changed their minds about whal was formerly believed to be competing amusements is seen in the fact that, initially, hotelmen were invited to chip in to build the golf course. They were lukewarm to the proposition. They now have reison to regret it because Wilburt Clark of the Desert Inn built the course on his own. It's now virtually paid off and showing an operational profit. In addition, it's an attraction for the inn.

Another factor that indicates that the future of Las Vegas is sound lies in the fact that the Fed-



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JAY MARSHALL



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Hotel Thunderbird LAS VEGAS, NEV.

LEON NEWMAN

WHEN IN BOSTON It's the

HOTEL AVERY Avery & Washington Sts. The Home of Show Folk

eral Government has long since had that general area as the base for its atomic experimentation. Thus there will be a concentration of personnel there for a long time. In addition, the Government is blueprinting a military highway from San Francisco which is expected to be completed by around 1958. This will bring an additional number of visitors to the city and it will tap a new market that's now considered too remote.

Irwin said that the Sahara is getting recognition as a room for comedians. The spot is getting the top funnymen, Red Skelton being the latest to date that cafe. Room faces the same problems as most other Las Vegas spots—the extreme scarcity of headliners—but he said that is being partially solved by production ideas.

Philly Cafes Slow Down To a Walk for Summer

Philadelphia, June 30.
Night life slows down to an almost full stop during July, with town's top cafes darkening for the dog days. Latin Casino, town's name act showcase, shuttered Saturday night (27) with reopening set for mid-September.
Chubby's, in West Collingwood, N. J., and Lee Guber's Rendezvous, both featuring record names, musical combos and acts. closed down over the weekend—Chubby's for a month and the Rendezvous for that or longer. Palumbo's, 700-seat South Philadelphia cabaretrestaurant, wound up the season Sunday night (28) and remains dark until September.
CR Club, adjacent to Palumbo's and one of town's leading private bistros (also features entertainment), shit down for two-week hiatus. Big Bill's, big midtown musical bar, closes July 4. In virtually every case, summer shutdown doesn't mean complete blackout. Club' bars will remain open, although all talent and music are sloughed.

Bigger Talent Pitch At A.C.'s Dude Ranch

At A.C.'s Dude Ranch
Atlantic City, June 30,
The Dude Ranch here is going in
more heavily for talent this season.
With Ben Cotey producing the
shows, spot has signed Ray Malone, the Charloteers and Helen
Forrest, among other acts.
Initial week of top shows starts
Friday (3) with Malone, Charioteers, and the Frantic Four,
Helen Forrest and Artic Dann
headline the July 10 layout. Gaylords and Buddy Greco will top the
July 17 show. Other bills are still
to be set.

A Lee Henderson line and Bob Kersey band have been signed for

Vaude, Cafe Dates

New York

New York

Nanette Fabray goes into the Persian Room of the Plaza Hotel, N. Y., next Jan. 21. Jose Greco repacted for the Hotel Waldorf Astoria's Empire Room, Dec. 4.

Mickey Rooney into the Chicago Theatre, Chicago, July 24. Gene Nelson and Andy & Della Russell head the bill at Cocanaut Grove of the Ambassador Hotel, Los Angeles Aug. 26. Darwas & Juliago into that stop Sept. 29. Rusty Draper inked for the Gay Haven, Detroit, Aug. 31. Harpo & Chico Marx retuniting for fair dates for the summer. Ruby Richards signed for the new Latin Quarter, N.Y., revue in November. She's an American Negro dancer who made good in Paris. Ving Merlin goes into that show also.

Larry Gengo, of the Frank Sennes Agency, named booker for the Robert Friedberg Hotels.

Beverlee Dennis into the Desert Inn, Las Vegas, Sept. 1. I sene Ryan goes to the Thunderbird, Las Vegas, Aug. 26 on the Tennessee Ernie bill. Irene Manning sails on the Ile de France today (Wedfor her July 13 stand at the Colons & Astor, London Rita Constance, an ex-Copa girl, now a singer, set for the Carousel, Pitts-burgh, July 10. Roberts Quinlan closes a week's stand at Fan & Bill's, near Glens Falls, N. Y., tomorrow (Thurs.).

Unit Review

(FLAMINGO, LAS VEGAS)

(FLAMINGO, LAS VEGAS)

Las Vegas, June 25.

Las Vegas, June 25.

Spike Jones & City Slickers (14). Helen Grayco, George Rock, Arthur Walsh, Freddy Morgan, Str Frederick Gas, Jimmy Kennedy, Paulette, Bill King, Dolores Gay, Wayne-Marlin Trio, Lavonne Pearson, Theron Nay, Bernie Jones, Abe Nole, Paul Leu, Joe Guerrero, Roger Donley, Bill Depew, Hayden Causcy, Jack - Currance, Frankie Little, "Marty," Slickerettes (2): Bobby Page Orch (5); no cover or minimum.

With the unveiling of his "Insanities of 1954," Spike Jones should bring capacity biz into the Flamingo gaming domicile for a solid month. Although overlong for best interests of the casinospanning almost 90 minutes—revue has all the ingredients to make a big success on the road.

a big success on the road.

Jones has changed the name for his current opus, but the formula remains the same—corn, schtick-lach, and razzle-dazzle. He gives the City Slickers better spotting this time around. Using the slambang novelties for basic perimeter, he tosses in or molds various acts into the general melee. With the odd-suited and instrumented lads blowing up a bedlam and Jones whamming or tooting the ever-hovin' out of his collective rhythm gadgets, the low comedy rites are observed. Above all, the skippering of gum-chewing, cracker-suited maestro di fortemente Jones gives everything an extra-special touch of a master showman completely everything an extra-special touch of a master showman completely in his element.

of a master showman completely in his element.

Contrasting the constant tootling and slapstick belting. Helen Grayco, poured neatly into a gold lame gown, purrs four tunes, hitting peak mitts with "World on a String" and "Big Mamou." Arthur Walsh snags a goodly collection of yocks for his "we were poor" routine, plus switch on drunk lighting ciggies and guzzling, impresh of Bette Davis. Lavonne Pearson's mock up-from-audience as winner of "Queen for a Day" and ensuing scene with Jones reveals some rather startling maneuvers on the part of the femme when she laughs. Breakup during trills of "Indian Love Call," with Freddie Morgan and two lads from Wayne-Marlin Trio hefting some acro nonsense, is a highlight.

Dolores Gay wins plaudits for

Morgan and two lads from Wayne-Marlin Trio hefting some acro nonsense, is a highlight.

Dolores Gay, wins plaudits for her tapistry, particularly during some trick spins while laying down the beats. George Rock in Boy Scout uniform amuses with trebles in "Three Little Fishies"; Paulette, a looker with fine chassis, grabs ohs and ahs during trampoline exercises and difficult twistings; Sir Frederick Gas gets many payoffs with chortles for running gags throughout.

Wayne-Marlin Trio snare plenty of attention and accolades for balancing, expert control and adagloflings; Jimmy Kennedy adds his comedic know-how to several scenes, and Frankie Little, the scurrying midget, romps around for additional chuckles. Theron Nay warbles straight tenor in his half of duet with a be-wigged and be-brassiered Spike Jones in a ridiculous prop boat named "S.S. Christine"; Bill King whips up pins and plates in juggling exercises after stepping out of the City Slicker, section, where his 14 colleagues mugg almost without stop. Other Slickers to show up in various disguises for hokum are Bernie Jones, Abe Nole, Paul Leu, Joe Guerrero, Royer Donley, Bill Depew. Hayden Causey, Jack Currance, and someone with the monicker. Marty. The well-stacked Slickerettes patter talking quickies fore and aft in the revue. Interim music for dansapation is in capable, hands of trumpeter Bobby Page and combo. Will.

Ringling Circus Footballed On Seattle Stand Between **Council and Park Board**

. Seattle, June 30. Locating of Ringling Bros., Bar Locating of Ringling Bros., Bar-num & Bailey Circus for stand here Sept. 8-10 stirred up a beef be-tween the city council and the Seat-tle Park Dept. The park board gave its permission to the circus to use Lower Woodland Park for the stand, but the council cancelled the permit.

permit.

This burned the park board, which said that granting permission for use of parks is the sole prerogative and right of the park board. The latter also pointed out that it is ever alert to the need of added revenues, when it is in line with good public recreation, and that it felt having a circus in the zoo park was compatible with zoo practice. compatible with zoo practice.

Circus will play here anyway, having taken the precaution of getting a permit to use location in South End it has done before.

AGVA Okays Jerry Lewis' **Appeal on Cuffo Show Rap**

Hollywood, June 30.
American Guild of Variety Artists has granted appeal asked by Jerry Lewis as a result of \$1,000 fine imposed on him for working a

fine imposed on him for working a bistro cuffo, and the comic will appear before AGVA's appeal board here in October, when he's returned from Europe.

However, if Lewis puts on another gratis show before the appeals date, he will be fined \$5,000 and suspended from the guild, Coast rep Eddio Rio said. Originally, Lewis was fined for toiling cuffo at Ciro's. He has been fined three times previously on same charges. charges.

Lewis is currently playing the Palladium in London with his pard, Dean Martin.

Cafe Terpers, Pug Nabbed In Philly on Looting Rap

Philadelphia, June 30.

Thilly on Looting kap
Philadelphia, June 30.
Two cafe dancers were arrested
with a professional boxer charged
with looting a tourist's automobile
of \$700 in traveler's checks, cameras and clothing, on a mid-town
Philadelphia parking lot. Mrs. Jane
Coyle, 21, of Upper Darby, Pa.
who dances under the name of.
Carro, was picked up by police at
the conclusion of her show (24) at
the Holiday Manor.

Her companion, Mrs. Farrelyn R.
O'Farrell, 22, who dances under
the names of Linda Farrell and
Candy Kane, was arrested in her
midtown apartment. Mrs. O'Farrell
and the fighter, Vingent Merollo,
24, were held without bail for the
grand jury on charges of burglary,
larceny, receiving stolen goods and
forgery. Mrs. Coyle was held in
\$500 on charges of forgery and
receiving stolen goods.

Saranac Lake

Saranac Lake

By Happy Benway

Saranac Lake, N. Y., June 30.

William C. White, of the N. Y.

Herald Tribune is writing an autobiog of this columnist that will include his 25 years as Saranac Lake mugg for Variety. The magazine People Today will publish.

Ned Shugrue, Variety Club Hospital executive, back to Gotham after a few days, here putting the finishing touches to arrangements for last week's inspection tour of the board of directors.

After besting surgery with ace progress, Kenneth Derby, Los Angeles manager, now making biweekly trips to Saranac Lake Rehabilitation Guild

New arrivals here flashing top

weekly trips to Sarahac Lake Rehabilitation Guild.
New arrivals here flashing top observation clinic reports are Verna Summers. Glen Rose, Tex. Elaine Slipper, Omaha, Ruth Cockrill. Charlotte, N. C., and Robert Viniello, N. Y.
The Ewald Wilcotts (he's manager of Sarahac Lake News Co.) Irequent visitors to the beside of Murray Kissen, whose progress is a flash item.
Hallie Kenimer, wife of Guy Kenimer, divisional manager of Florida State Theatres, in for a vacation and to visit Charles Hillyer, who is now an ambulant following surgery.
Annette and Ruth Dinnerson motored in from Brooklyn for chat with Morris (Randforce) Dinnerson, who's doing okay on the cure, Virginia (Loew) Ferraro, Mt. Vernon, N. Y., got top report that ups her for meals with alternating privileges, denoting a go-home certainty in the near future.

Thomas, Ross **Get Citations**

Columbus, June 2

Danny Thomas has received recognition by the Ohio House of Rep. resentatives. Latter has passed House Resolution 161; commending the comic for his contributions in the field of arts and entertainment.

Resolution was submitted by Rep. Mike Damas, of Toledo, Shortly after Thomas appeared as guest of honor at the Sesqui-Show in Toledo,

Honorary Citizen

Honorary Citizen

Toledo, June 30.

Lanny Ross, is now an honorary citizen of Toledo, where the hved for a little over two weeks while starring in the Sesqui-Show cole brating the 150th year of Ohio statehood in Lucas County. The sesqui, held in the Walbridge Park Amphitheatre, was held over for a extra night, closing Friday '26'. Last three nights of the two-week schedule, admissions were reduced to \$1.25 for all seats, with no pews reserved. Previously, the show was scaled to \$3.25.

The honorary citizenship certifications of the start of the

The honorary citizenship certificate was presented to Ross last week (23) only a week after Danny Thomas, native son, was presented with life membership in the To-ledo Chamber of Commerce.

Only one other person, concert pianist Carl Friedberg, holds the honorary citizen title with Ross. Latter was also presented with six boxes of glassware from the 300-man cast of the pageant. Ross was starred as the "Timeless Balladeer" in the event.

The Stamp Show, Inc., has been chartered to conduct an entertain-ment business in New York Di-rectors are Ellis Sard, John G, Gude, and James J. Storrow.

JOE E. HOWARD

Chance of a Lifetime TV

IRWIN COREY

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GEORGE HOPKINS

Currently

Olympia Theater, Miami

ELISA JAYNE

Currently

Vagabond Club, Miami

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ROBINSON

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Army Posts Buying Acts and Bands Reviving Big Market for Agencies

Various Army posts are resuming talent buying on a large scale, Several non-commissioned officers' clubs have started shopping around for traveling troupes and bands for shows and dances. The Sampson Air Force Base at Geneva, N. Y., has booked Karen Chandler for a week at the NCO Club and Harry James is set to follow. Full-week stands are unusual, but weekend and one-nighters are frequent in various parts of the country. Airman 3d class Johnny Cyrns is book. clubs have started shopping around for traveling troupes and bands for shows and dances. The Sampson Air Force Base at Geneva, N. Y., has booked Karen Chandler for a week at the NCO Club and Harry James is set to follow. Full-week stands are unusual, but weekend and one-nighters are frequent in various parts of the country. Airman 3d class Johnny Cyrns is booking this stand.

The major talent agencies are watching these developments. At one time, the top offices had solicited these stands on military posts since they paid fairly good

one time, the top offices had so-heited these stands on military posts since they paid fairly good coin employed top bands and filled in with some fairly high-priced tal-

ent.

However, the bottom dropped out of this field of talent operations because of an Army directive which ordered the various officers' clubs to stop slot-machine operations. The one-armories paid the costs of the dances and shows. Overnight a whole market disappeared.

The new type of talent peddling to Army posts is on a sounder

The new type of talent peduding to Army posts is on a sounder basis. An NCO club such as the one at Sampson has several thousand members, the club sells food and runs a bar and the operation. sufficiently profitable so that



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Mpls. Solons Let Off Cafe Op With Letter Warning on Stripping

Minneapolis, June 30.
Instead of starting machinery in lotion to revoke the Saddle Minneapolis, June 30.

Instead of starting machinery in motion to revoke the Saddle nitery's license because one of its performers, Darlene, billed as an "esoteric dancer," had been arrested by the police purity squad and found guilty in municipal court of giving an indecent performance, the city council health and hospital committee voted to let off the spot's owner, Eddie Holman, with what amounts to a slap on the wrist. The committee decided to write Holman a letter warning him not to permit any femme performer to work without wearing enough clothing to satisfy the police Darlene had called her performance an "exotic" instead of "esoteric" dance and pleaded innocent to the charge that it was indecent. But after the police testified it was a striptease that featured bumps and grinds, she was found guilty and fined \$100.

PIERRE D'ANGELO QUITS HOOFING FOR AGENTING

Pierre D'Angelo has hung up his dancing shoes to go into the agency business. He joined Mercury Artlists Corp. this week to work in the cafe department. D'Angelo, who has played most of the top spots, was last billed as D'Angelo & Ana, and before that was partnered with Vanya.

D'Angelo's entry into MAC marks another expansion move for that office. Bob Roberts, formerly with McConkey Artists Corp. has gone to work in the MAC cocktail lounge sector, and Eddle White, at one time with Music Corp. of America, joined Mercury Artists' disk division. Maurice Lapue (Maurice & Cordoba) just exited MAC to go into busines on his own with Marty Pohl.

Lucy Monroe's July 4 Sing At U.S. Embassy in Tokyo

At U.S. Embassy in Tokyo

Tokyo, June 30.

Lucy Monroe, who has been entertaining in Korea and Japan as a USO-Camp Shows volunteer, will sing at the U.S. Embassy July 4 celebration here and plane back to the U.S. the following day.

Miss Monroe is currently appearing at hospitals in Japan and is now in Nagoya. Her schedule had to be realigned because flood in south Japan, where she had been working, made transportation out of that sector impossible. Miss. Monroe was flown back from Korea on the Globemaster, which the next day figured in the wreck in which 125 troops were killed.

Percenteries

= Continued from page 43 = won't be any this year. This factor has caused a degree of security among the help, something that the office execs have long sought.

Comparative security is also occasioned by the fact that the television department activities are before the property of the comparative security is also occasioned by the fact that the television department activities are before the property of the comparative with the comparative with the comparative during the summer.

vision department activities are by-ing stepped up during the summer. Feeling now persists that the talent agency tele business is now on a 52-week instead of a 39-week basis because of the unusual summer ac-

Of course, the offices still have to overcome the fact that the over-all income drops during the sum-mer months, but-the-need-to-pitch-for the fall and winter business is so great at this time that a top level of activity is necessary.

Acts May Exit Mts. **In Sympathy Move**

Performers may be in a strike in the mountains momentarily. At a meeting yesterday (Tues.) of the American Guild of Variety Artists American Guild of Variety Artists executive committee, resolution was passed supporting the Hotel Employees & Bartenders International Union (AFL), which is seeking recognition in the Catskill resort area.

Exec confab went on record as eady to walk out of mountain hotels which refuse to negotiate with the hotel employees union.

This situation will ultimately accrue to AGVA's benefit, it's felt, inasmuch as the hotel union's support, can be a powerful factor in disputes in other areas.

The American Federation of Mu-sicians will probably offer the ho-tel union-similar support.

Omaha Mugg Not Thrown For a Loop Revisiting Chi; Strips Still Big

By GLENN TRUMP

Omaha, June 30.

With an apology to the walking postman, this mugg from Omaha decided to spend his vacation spying on show biz in. Chicago at night-time and inspecting baseball the's also a sports writer) at daytime. His conclusions: The strip and the ride biz will never fade away in the Windy One, But the Cubs are dead—this year, at least.

After a 10-year absence from the

After a 10-year absence from the Rialto, the writer was happy to discover the taplpeel was still there; the comics hadn't discovered a single new skit; and the candy butchers were still including a Hershey (with almonds), among their 250 packet of girlie mags.

The only innovation was the rental of binoculars from a vending machine on backs of seats for 25c per show. But most of these ("You can count the number of hairs on the girls' heads," the pitchman said) were located down front, where customers seemed content. Balcony wasn't checked—but that's the spot to sell the glasses.

Down South State, many of the strip taverns were decorated with huge padlocks, gifted since the police captain's little red book was unveiled. But the convention stand-bys. Silver Frolics and 606, were

strip taverns were decorated with huge padlocks, gifted since the police captain's little red book was unveiled. But the convention standbys, Silver Frolics and 606, were going strong as ever—and up Clark, Rush, Madison et al, it was quite evident a clothes shucker isn't going to starve.

A jaunt to Riverview Park, Chi's version of Coney, disspelled any doubts the younger folks are completely strangled by TV. There was a waiting line of al least 15 for every one of the 23 major rides counted on Saturday, and even cheapest concessions were packing their moneybelts.

Boat rides, with docks at base of Wrigley Bldg., have blossomed into such tourist attractions they're taking ads out daily in papers and getting \$1.25 per for an hour on Lake Michigan. And filling up their 75-seaters three times a day. So the only lustre-less bit from a show biz standpoint was the same as it is in Omaha—and many another U. S. cily: lack of vaude.

The Chicago is the only house showcasing that old fave, and it's a far cry from the five-a-day setups. You needed more than a dance act, crooner, comic and juggler to draw em even in Omaha 20 years ago.

But that's Chicago—and State Street, "where they still do things they don't do on Broadway."

Magico Duke's Concert

Paul Duke, magician, now at Mt. Royal, Montreal, for fortnight which started Monday (29), has been set for a full-evening concert recital at the U. of Delaware, at Newark, Del., July 13.

Eastman Boomer, veepee of Co-lumbia Lecture Bureau, made the

Miguelito Valdes as Single Miguelito Valdes is giving up maestroing in favor of working as a single. Valdes started last week at the Bachelor House, N. Y., and has been booked for the Spa Athletic Club, Erie, Pa., starting Aug. 17. Mercury Artists Corp. is handling the sluger. Atlantic City, June 30. The weatherman cooperating resort businessmen expect one distance on the street. At the Courterdeck A Forward for That Holiday Kick

Atlantic City, June 30.
The weatherman cooperating resort businessmen expect one of the biggest July 4 weekends in the history of the city. All the top seasonal spots here are now open or will be ready for business before the big holiday. In legit Jonathan Dwight's Gateway Musical Playhouse at suburban Somers Point opens tonight Trues) with "Carouset," the first of 10 musicals planned for the season. In town.

Kefauverized Kaintuck: Once Hot Northern Area Dips to 2 Major Cafes

Dips to 2 Major Cafes

Cafes in northern Kentucky in
the Newport-Covington area started activity last week on a smaller
scale than ever before for that region. Only two major operations
have opened up, the Latin Quarter
and the Beverly Hills Country
Club, both in Newport. The heretofore large talent operations in
nearby Covington are shuftered.
Lookout House is sitting out this
season and the Glenn Rendezvots
is no longer, in the picture.

The Latin Quarter layout includes Paul White and Hibbert,
Byrd & Larue, while the Latin
Quarter shindig has Darvas &
Julia and Beverlee Dennis,
That area has always depended
upon easino activity for the major
part of its income. However, the
Kefauverization of the region has
taken its toll and the operators
have at various times attempted to
make a go of it with cafes exclusively.

ROBT. Q. INTO RIVIERA IF GODFREY'S BACK

Robert Q. Lewis has been pencilled in for the Riviera, Ft. Lee, N. J., starting July 28, It will mark the radio and tele porformer's care how in the New York area. Same show will also have Harry Belafonte, balladeer; Mare Platt, teamed with Kathryn Lee in the dance son

tenned with Kathryn Lee in the dance spot.
Lewis' Riviera engagement is contingent upon Arthur Godfrey's return to work, now slated for July 27. Lewis has been substituting for Godfrey on latter's morning radio sessions while Godfrey has been recuperating from an operation. Should Godfrey be unable to make that date, Lewis will-continue to work the Godfrey shows and thus will have to postpone his Riviera hew. Peter Lind Hayes & Mary Healy go in Aug. 25. Date for Eddie Fisher is being worked out.

Le Ruban Bleu Acts Set For Monk's Bermuda Revue

Julius Monk has taken a leave of absence from Le Ruban Bleu, N. Y., to stage an intimate revue at the Bermudian Theatre, Bermuda, starting July 10.

Show, tabbed "Stock in Trade," will contain a number of performers who have worked the N. Y. spot, including Alice Pearce, Bli Osterwald, Jack Fletcher, Dana & Wood, Betty Oakes, Mike Mason, Toby Deane, plus dancers Swenson, Tom Marlowe and Jean Caples, Caples.

Club Harlem, top sepia spot, is in full, swing with Larry Steele and his "Smart Affairs of '54." featuring Jackie (Moms) Mabley, after an opening attended by many of the town's celebrities. Jockey Club brings back Kiki Half and Frenchy Martin; Paddock has the Kall Kaylos Lafin-American revue; Dude gives with Larry Swain, and scores of other spots feature all kinds of talent almed at attracting Summer colo. coin.

coin.

Johnnie Ray comes back to Steel Pier, to feature the holiday in the big vande house which he packed for a week last August. Ray plays through until July 11, Tony Bennett, and Henny Youngman are billed July 12-18. On the pier's end in the Marine Ballroom, Billy May plays July, 3-9. Ralph Marteris comes in on July 10 for a week.

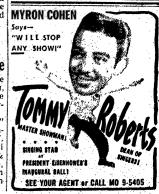
Hot weather gave the resort its best weekend so far this season.

PATRICIA AND **CAPPELLA**

JUST CLOSED Condado Beach Hotel PUERTO RICO

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Until July 5th Then to July 15th **Hotel Rice** HOUSTON





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Pers. Mgt.: AL GROSSMAN

Paramount, N. Y.

Don Cornell, Frank Fontaine, De Marco Sisters (5), Budd & Cece Robinson, Bobby Byrne Orch (15): "Beast from 20,000 Fathoms" (WB), reviewed in VARIETY, June 17, '53.

With school letting out this week. Paramount has a click stage and screen coinbot that should bring the juves flocking. Opening day business (24) was SRO throughout the afternoon, and bill has enough teenage appeal to keep trade busiling

Headliner Don Cornell has the bobby-soxers well in hand. He's developed an individual style which for all its qualities of exagwhich for all its qualities of exag-geration and over-dramatization sells strongly. Opens normally enough with a brisk "Walkin My Baby Back Hone," then segues into his bit record, "I Walk Alone." Essays a couple more of his hits, "I" and "I'm Yours," and does a new number with accompanist Jerry Clark, "She Loves Me." Between-numbers chatter could be cut a little.

rry Clark, "She Loves Me. tween-numbers chaiter could be a little. Frank Fontaine, whose popularihereabouts has picked up concerably via his TV exposures, so the very same act he's had the vaude belt for years, the ace of impressions (Arthur Gody, Cary Grant, number of sings, stage and screen personalities, eWinston Churchill bit and the witable Franklin D. Roosevelt eech) and his John Savoney accertification. Turn is a top-the concern, but it's beginning to get a lie too familiar. Fontaine gets inledy this time, but next time bund the N. Y. vaudfilmers, he's ling to have to dig up some new iterial.

u. Marco Sisters, always ise combo, are socko on this ith some excellent staging neir zestful delivery. Open ringing "If I Were a Bell," ith some excellent staging heir zestful delivery. Open ringing "If I Were a Bell," pick up with a ballad, "Royale." followed by a Calypso cr. Quintet then foregoes stral accompaniment with "I now socking it across with onic impact. Arline, the r and centre gal, is the spark-of the group, and does a fine ocal and comic job on "Little." their closer. Gals should be the more careful in selecting pers, though, since. "Little." and the Calypso song are le blueish for a teenage and ceners are Bud & Cece Robin-whose terp turn is tailormade his bill. They're a spirited and finative pair, and their unplicated routines bring good its. They do a Charleston, then fishoe and close strongly in a rbug turn, with Bud sandwichin a good impresh of Ray ger. Their precisioning in the shoe is excellent.

obby Byrne, who hasn't been in N. Y. very frequently of heads a sharp orch. While y don't have much to do in the of solo efforts, their opening dley of "Strike Up the Band" ("American Patrol" is spirited their showbacking is razorlike.

Chicago, Chi

Chicago, Chi Chicago, June 26.
Vic Damone: (with Bert Backtoch). Judy Johnson & Co. (2).
Phil Foster, Juveleys (2). Louis Basil Orch; "Great Sioux Uprising" (4).

solid production by Nate Platt brings Vic Damone to this town, for the first time since his military stint, concurrently with closing of schools. Damone summons a vast teen following to the matinees assuring two weeks of rafter biz for this vaudery. Topping a neat bill that is sound from top to bottom, be has to share opening day laurels with Jeff Chandler, making one-day, p.a., for world, preem of the feature film.

Damone is friendly, personality—laden, and in every respect at ease. He carries on easual repartee with the front-seaters, jokes eloquently, and, shakes off a wayward mike sans any visible embarrassment in breezing, through "Gypsy in My Soul." All songs get a hefty volley, but Damone's subtle nuances in the slow pash numbers are what provoke the mid-song gassis and

pash numbers are what pro-

stature with two unbilled male terpers accompanying her nicely, enhancing her lyrics but never distracting attention from her. She sings with verve, segueing through three numbers and building up to torrid "Blue in the night," at which point she sheds her gown and comes out leggy and appealingly in a snug-fitting outfit. Act has polish and sophistication and reaps good applause throughout. Phil Foster is indeed the comic relief. He is about as funny as he's ever been, has good material and a hilarious Brooklyness delivery. Routine involving engagements,

ever been, has good material and a hilarious Brooklynese delivery. Routine involving engagements, wedding showers, marriages and naming children finds teen crowd receptive to the point of gagging, and his nostalgia for the old days wins over the older set to some hearty cackles. Closing impresh of a true-blue Dodger fan doesn't tickle like the preceding material and could stand some strengthening for a first-rate act.

Balancing act by the Juveleys, opening the show, is a survey of various ways in which to standhead on head. A skillful stint, the act consists largely of the distant member doing headstands on male's dome, once scalp to scalp,

head on head. A skillful stint, the act consists largely of the distaff member doing headstands on male's dome, once scalp to scalp, then with a large ball in between, and finally with three balls between. Pair moves quickly from feat to feat and is awarded each time with a good mitt.

Louis Bastl' is cordial emcee and house orch is fine on showbacking.

Palladium, London

London, June 22.

London, June 22.
Dean Martin & Jerry Lewis
(with Dick Stabile, Lew Brown &
Ray Toland), Mayo Bros (2),
Page & Bray, Joe Church, Italo,
Les Curibas (4), Elizabeth &
Collins, Eddie Arnold, Tiller Girls
(16), Woolf Phillips Skyrockets
Orch.

Dean Martin & Jerry Lewis, who head the bill for the next fortnight with house already sold out and seats hawked outside the theatre by scalpers at double the price, give a full hour of sock material, with Lewis speeching It for begon

with Lewis speeching it for begoff.
Prelude to team's appearance
brings on Dick Stabile, who opens
with sax renditions to reception.
He then brings on Mayo Bros. in
fast-stepping routine including
challenge dancing and splits, all
done in perfect precision to heavy
mitting. Stabile continues to emeee
and lead the orch, announcing
Lewis to salvo of plaudits. Comic and lead the oret, amounting Lewis to salvo of plaudits. Comic goes into routine of high-speed patter and intros Martin, who gives out with "Walking My Baby Back Home" and "When You're Smiling" Home" and "Vin fine voice.

in fine voice.

Lewis reappears and from then on team, supported by Stabile, Lew Brown and Ray Toland, puts over farrago of nonsense with most palatable dish served up to the Palladium customers in years. Audience ate it up and begged for more.

more.

Bill, which has several newcomers, is opened by the Palladium's Tiller Girls who still convey the old maestro's touch. Elizabeth & Collins follow with knife-throwing novelty using nifty looking gal as target. Offering is climaxed by male partner balancing on wire while throwing knives at femme attached to revolving wheel.

Eddie Arnold in next spot, looking like a former pugilist, is an early click with series of satirical impressions. His victims include Vic Oliver. Ted Ray and Billy Daniels, with a showstopper take-off of Johnnie Ray. He's excellent TV and cabaret material for America but will have to broaden his subjects.

Les Curibas, two-man and two-femme act, is standard adagic offering with novelty of one of femme partners coming from audience after the other walks off in huff claiming she is fired.

Joe Church, goodlooking youngster, has possibilities. Art of explaining his wit, coupled with some comedy gadgets, is somewhat reminiscent of Michael Bentine Seemed, nervous on opening but should overcome it in time.

Italo, Continental juggler, with balls, sticks and hoops, brings little novelty even when he tosses the balls to audience who throw them at him to catch on stick held in his mouth.

Page & Bray, surprise click in the shuttered Tom Arnold & Emile Bill, which has several newcom-

Murphy's Bed of Roses; A 3-in-1 Water Combine For 9th Flushing Edition

For Yin riusning Edition

Elliott Murphy, inaugurating the ninth year of this summertime, weather-permitting goldmine, has for the first time in several seasons changed the format of his "Aquashow" to include the unusual aspect of an outdoor, hot weather ice show. As in former years, this production is still a blend of marine and landlubber acts, but this year he has added an ice show and has installed Dancing Waters, the unusual fountain display.

an ice show and has installed Dancing Waters, the unusual fountain display.

The result is one of the best shows in years to be held at the Flushing Meadows Amphitheatre, Flushing L. L. which started its career as the site of Billy Rose's "Aquacade" during the 1939-40 World's Fair.

Murphy has taken this step in time inasmuch as he has successfully found a method of beating the uniformity of his previous shows. There isn't too much aquatic talent available during the summer season, and the impresario was forced to use the same divers, water clowns and the HtO specialties year in and out. The same faces are still there, but

Aquashow
Elliott Murphy's "Aquashow," with Dancing Waters,
John McKnight, Impressionaires (2), Crosby Sisters (2);
Water Show with June Earing, arres (2), Crosoly Sisters (2); Water Show with June Earling, Bobby Knapp, Betty Harrison, Jimmy Vincent, Marshall Wayne, Hazel Parr, Harold Coates, Walter Cleaver, Len Carney, Aquazontes (5), Aquadorables (20); Ice Show with Evelyn Chandler, Jo Barnum, Jerry Mapes, Jack Raffloer, Fred Hirschfeld, Aquablades (8); direction, Harry Hirsch; ce choreography, But Milton; water choreography, But Milton; water choreography, Miss. Berthe; musical direction, Max Meth. At Flushing Meadows Amphilheatre, Flushing, L. 1; \$2.40 top.

the pattern is changed sufficiently so that the feeling of sameness has been lessened. It's recalled that Murphy in one year changed his format to a legit type marine show. He had to revert to the vaude format during the same season.

The new elements in the show, primarily Dancing Waters and the miniature ice revue, work out exceedingly well. The founts show up as an excellent blend of lights, music and water, the effects are sometimes striking, always interesting and at various times soothing. It shapes up as a great mood-setter and the populace is appreciative of the results. This imported novelty, of which there are now four units in the U. S., looms as an important outdoor feature at fairs. The Aquashowing of DW is the first outdoor demonstration of this fountain in these parts.

The icer is an exceedingly well-staged affair with standard names. Evelyn Chandler and Jo Barnum are the top femme skaters in this contingent. Miss Chandler is a true professional who knows her way about the frapped surface. She has a commanding presence and an assortment of tricks that keeps up a steady stream of applause.

Miss Barnum is a petite fice ballerina who dispenses a pretty line of dances and tricks. She does a graceful and charming solo, with some sock spins that get the measure of the crowd. In the male contingent, Jerry Mapes & Jack Raffloer do a spot of fine precision dancing and Fred Hirschfeld partners with Miss Barnum in one sequence to offer fine support. The skaters during the second act were slowed up by a water accumulation in the rink. The routine designs overcame the limited skating space.

The aquatic session still has the diving contingent with the fancy plungers comprising Betty Harrison, Jimmy Vincent, Hazel Par, Harold Coates, Walter Cleaver Marshall Wayne, and Len Carney. Their executions are tops. The Aquashow' scheme.

The water specialtics are by June Earing and Bobby Knapp. Miss Earing does a graceful bit of marine ballet, getting virtually the

been de-emphasized in this year's edition. There are only two this season as against the full complement last year. Even under this comparatively easy booking setup, the turns were inexpertly selected. The Crosby Sisters (2) and the Impressionaires (2) are floth vocal acts and both do impressions with the latter specializing in carbons. There is a pronounced abundance of Johnnie Ray takeoffs, which constitute a conflict, to say the least. Even the spacing of these two turns in different sections of the show doesn't take the curse off so blatant a clash.

The Crosby girls, incidentally, impress in this spot as a tasteless session of clowning. They work very hard for so little results. The Impressionaires fare much better and get across handsomely.

Jose.

Seville, Montreal

Montreal, June 26.

Sugar Ray Robinson (with
Scotty), Red Norvo Trio, Georgia
Carr, 3 Olympics, Nikoli Knight,
Charles Tyrell, Len Howard House
Orch (6); "Highwayman" (Mono).

Orch (6); "Highwayman" (Mono).

Exhibiting the same savvy and personality onstage that brought the champ top laurels during his ring career, Sugar Ray Robinson clicks solidly on his first. Montreal vaude appearance.

The entire showcase designed for Robinson evidences more than the average casual presentation of a sport's celeb-turned-entertainer. A collection of brief film episodes showing Robinson defending his crown, capped by the Randy Turpin affair, serves as a neat intro, and as the film shows end of fight, Robinson steps through the curtain to take over as emcee and headliner.

Guy works his way through quite a wardrobe during the 60-minute session with each change drawing audible notice. Robinson may not be the smoothest tapster and sing-er in the business, but he tries

audible notice. Robinson may not be the smoothest tapster and singer in the business, but he tries hard and when he teams up with his partner and comedian. Scotty, plaudits are solid at all times.

Backing the ex-fighter is a collection of okay acts topped by Red Norvo's new trio. Norvo at the vibes continues to be one of the alltime guys in the jazz world. His quiet, almost delicate, handling of such items as "September Song" and "Lover" are classics with the emphasis on musicianship rather emphasis on musicianship rather than the usual flash and noise. Norvo gets able backing from Red Mitchell on bass and Jimmy Rain-

Mitchell on bass and Jimmy Rainey on guitar.
Georgia Carr carries a song lightly and smoothly doing a set that picks up a nice reception, and Charles Tyrell, a local fave, does some fine baritoning. The three Olympies open show with their hep roller offerings, Nikoli Knight, whose attractive gams and costume almost overshadow her puppets, is above par with her varied manipulations. House orch under Len Howard supports all performers adequately. Newt.

Capitol, Wash.

Washington, June 28.
Pat Henning, Naomi Stevens,
Ted & Rita Duano, Young China,
Sam Jack Kaufman House Orch;
"Arena" (M.G).

Best mitt winner on this pleasant bill is the overture, which features three soloists, including popular local baritone Roy Roberts. Customers give four-act lineup approval, but never all out enthusiasm.

Headliner Pat Henning

Customers give four-act lineup approval, but never all out enthusiasm.

Headliner Pat Henning, enhanced by his recent click in "Man, on a Tightrope", is an appealing, human comic whose gentle drollery garners running accompaniment of chuckles. New material; stems from the Christine incident and his film role, but ment of routine; is still his back-of-the-hand whispering about the management, and his confidential patter, with which he skillfully makes customers part of a merry conspiracy, Galleries give him nice sendoff.

Chantoosie Naoml Stevens makes an uncertain entrance and fails to register until her return number, the bouncy "Monotonous" from "New Faces." In latter she shows special characterization and style which she could build into her own brand of singing. Until then, she's just another singer with a low-pitched set of pipes and a moderately sultry style. Also on the credit side is her "song and dance man" version of "God Bless My Red Head," complete with can and straw lid, plus some terping for interest. Stubbolders react mildly. Ned & Rita Duano are adagio terpers with class and style. They sock across their three numbers by dint of sheer grace and hep teen they make the men the accuration for the process of the process show pash numbers are want provoke the mid-song gasps and swoons.

"Lady is a Tramp" gets sock upbeat treatment, and "Sorrento." It is sung in Italian, draws enthusiastic cresponse. Of course, Damone cashes in on "April in Portugal" for an encore, but by the time the curtain draws he has sung one song, in duet with Joft Chandler, to an explosion of huzzas.

Lineup may be slightly heavy in song with Judy Johnson working the mike earlier, but both chanters have class; and there is good enough diversion in between to renough (diversion in between to renough (diversion in between to relax the weight somewhat.

Miss Johnson's act is something of size of pash and siow tange class in sunning attire with the mouth.

Advantage of price and the provided Emile the Mayas, are an important integer in the "Aquashow" scheme.

The water specialties are by and scing of "God Bless My the amage of the maximum out of the limited number of movements that can be explored during immersion. Knapp gives a demonstration of various strokes with a few comedy touches have class; and there is good the with Judy Johnson working the mike earlier, but both chanters have class, and there is good for the provided the provided and the provided
Paramount, L. A. Los Angeles, June 25.

Los Angeles, June 25.

Ken Murray's "Western Blackouts," featuring Laurte Anders;
Ballantyne, The Musical Minors
(6), the Glamorfevelies (6), Spade
Cooley & Garg (17), featuring
Anita Aros, Jimmy Wakely, Bevenly Hudson; "The Marshal's Daughtea" (Indie). Anua Aros, ly Hudson; "T) ter" (Indie).

Television has obviously changed public taste in variety shows; a layout like this one stacks up as okay fare under current conditions. though it wouldn't have lasted long during vaude's heyday. There are some standard vaude bits, like
Ballantyne's crazy magician turn
and headliner Ken Murray's own
comedics, but overall it's merely
an in-person carbon of what setsiders can get with the flick of the

dial.

Since the tube has created some faithful fans for Spade Cooley and since Murray's TV plus his former long local run in "Blackouts" reached a good segment of the local audience, this show comes equipped with built-in trade.

local audience, this show comes equipped with built-in trade.

Murray is on almost constantly for the last half, clowning with his Glamorlovelies and with Laurie Anders, who whips through a couple of tunes, practices some judo and cavorts in a tight outlit. For straight singing, there's Beverly Hudson, but she's not at home in the vast theatre.

Show's highspots are Jimmy Wakely's cowpoke crooping and the Musical Minors, six youngsters (none over 16) who have a fine Dixieland beat. Spade Cooley's band is in for a couple of tunes, one featuring violinist Anita Aros, and the mad magicking of Ballandyne rounds out the bill. It's all done with little cohesion or production and opening show was particularly ragged.

Layout is a tieup with the screen fare Murray's own "The

Layout is a tieup with the screen fare, Murray's own "The Marshal's Daughter" which costars Miss Anders. Kap.

Palace, N. Y.

George & Ann. Oliver, Beau Jenkins, Hank Siemon, Dorothy Squires, Florida Trio, The New Yorkers (5); Lee Davis, 3 Parks, Jo Lombardi House Orch; "Lone Hand" (U-1), reviewed in VARIETY April 1 753 April 1. '53.

There's a good balance to the new Palace card that makes for a pleasant and playable affair. The lineup builds its way up to a point where a good overall impression is made.

There are several pleasing nov-

There are several pleasing novelty notes to the proceedings. One of the better acro turns, the Three Parks, work the closing slot to give the bill a strong exit. The two boys and a girl have some excelent formations, good terp interpolations and a fine assortment of tricks which culminates in a three-high.

Another novelty is by the Florida Another novelty is by the Fiorica Trio, in a golliwog session. The gent in the rag-doll getup is pulled in every direction by his man and woman partner and the results lead up to a big burst of applause.

lead up to a big burst of applause.

Still another novelty is by Hank Siemon, a ventriloquial turn. Siemon's try at his dummy isn't too impressive, but he gets on the solid side of the crowd by his handling of two audience volunteers to whom he gives voices while they mouth words.

The opening act. George & Ann Oliver, do an assortment of good skate tricks. Their highlight is an inverted spin during which the femme sips a liquid through a straw. The act is well worked out and their tricks bring midterm applause.

plause.

A major songspot is by the New Yorkers consisting of four boys and a girl. This Ben Yost group pounds them out in the big manner, with every tune a production. They go through an operatic medley, a Victor Herbert procession and "I Believe" and the crowd gives them several bows. There are good individual voices and commercially tailored arrangements.

Copacabana, N. Y.

Jimmy Nelson, Joyce Bryant, ominique, Mace Barrett & Lee ane, Danii & Genii Prior, Copa irls (8), Mike Durso and Frank Kane, Danii & Genni Prior, Copa Girls (8), Mike Durso and Frank Marti Bands; staged by Douglas Coudy; songs, Harold Karr & Matt Dubey; costumes, Joan Personette Mme. Berthe execution); orches-trations. Eliot G. Eberhard; \$5 minimum.

Following the star-impregnated regular season. Jules Podell ushered in his hot-weather special last week with a trio of acts in. Jimmy Nelson, Joyce Bryant and Dominique. It was a lot of show perhaps too much so, what with an opening layout of about 105 minutes which seemed to hint that all hands were shooting just about everything in their larder. Nelson rode through about 25 minutes with chief dummy Danny O'Day, worked another five with scholarly Humplirey Higsbee and made it 40, in all with Farfel, the mournful mutt. Nelson is a slick ventrilo and his

all with Farfel, the mournful mutt. Nelson is a slick ventrilo and his material, timing and bits of business are of good calibre most of the way; but it's questionable whether any act of this type can luxuriate in such overtime. That he was able to hold attention for most of the deal, granting a couple of saggy moments, is a credit to his skill. With the "Best Things in Life Are Free" as a running stretchout via O'Day, plus that, nifty cigaret, switch routine, it's a full-blown act. The segueing

that niffy cigaret switch routine, it's a full-blown act. The segueing Higsbee and Farfel stanzas are solid fillips and well needed, so that necessarily the cutting must come in the forepart, where it would hurt the least. Nelson, late of Milton Berle's "Texaco Star Theatre," should know that excess verbiage can be fatal in the best of showcasers.

For the sheer virtuosity of her performance, the medals go to Joyce Bryant, an arresting, free-wheeling Negro singer. And Dominique, the energetic and sometimes incredible Gallic pickpocket and card sharpie, wakes up the joint for sure as the prime act after the Copa cuties get the show underway with a parasol production sequence that fronts the extremely pleasant dueting of Mace Barrett and Lee Kane.

Dominique's dynamic thefting of customers' personal effects is a guaranteed rouser and, in his spot-

istomers' personal effects is a paranteed rouser and, in his spotguaranteed rouser and, in his spot-ing, a wallop that becomes a re-quisite to stop the play of knives and forks and sipping. In other situations, he could just as easily lake over the later stages of a show. His "hot seat" affair with customers (undoubtedly a couple of stooges, too) carries powerful impact.

of stooges, too) carries powerful impact.

Miss Bryant is a shrewd operator in her songalog pitch. She opens bouncily with "Everything I've Got Belongs to You," and then notes into sudden reverse with the warhorse "Stormy Weather" that's about as overdone in its dramatic styling as it is possible to be Apparently this is a number that she yens and wants to get off, so it comes early and that's that.

From that point, Miss Bryant belts with an admixture of everything in the book, displaying change of register as befits the piece and her particular attack, a sound and trained soprano and coloratura where needs be, and articulation mated to mobility that should be the envy of many a top chantoosie who eclipses her on the salary market.

Her "Tzena" is a big rhythm

ber, climaxing a big, versatile songalog.

Joe Cappo has moved directly into this Tahoe spot from Reno, engagement and is getting hetter and better by getting closer and closer to his Chaplin Gold Rush! impresh, without too much scattered clowning preceding. "Strip Tease" has evidently been left out, of his act in class spots, which shows either pressure or common sense.

dog, etc., while DeWood tells the story.

The Dewey Sisters put on a strenuous demonstration of unison flips and handsprings which was precarious at Reno's altitude, but at the Lake's 6,500 feet, is downright phenom. Brunet and hlonde work their acro into dancing very neatly without any sudden halts to pave the way.

Terry True has worked out cute "Hot Toddy" opener for seven femmes ody" with visit with the color of the seven femmes ody.

rerry True has worked out cute "Hot Toddy" opener for seven femmes plus a Cuban motif with strawhats and fans to close the show. Sterling Young's orch sounds much revived after its six weeks' keeping room active with long dance sets. Mare.

femmes plus a Cuban motif with a warring control audient review with the swap of the control and the process of the control of

click in her first Touston appears.

Shakil's Stateline C.C.

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Shakil's Stateline C.C.

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Shakil's Stateline C.C.

Shakil's State

Josh White, Joe Mooney, Jo Awa Tolley, Foster Johnson, Billy Hanin Orch (5); \$3.50 minimum.

Tony De La Cruz Tano & Dee

Tano & Dee
Vagabonds Club
Vagabonds (4)
Maria Neglia
Condos & Brandow
Elissa Jayne
Frank Linale Oro
Eleanor Guipo
Royal Tahitians
Paul Goupil

VARIETY BILLS

nection with bills below indicate opening day hether full or split week whether full or spill week entheses indicates circuit, (I. Independent; (L. Loew; (M) Mossi aramount; (R) RKO; (S) Stoll; (T) Tivoll; (W) Warner

B & C Robinson
Roxy (D 1
Sid Stone
Douglas Duffy
Sook & Homan
3 Brulses
Bobby Blike
Dave CHICAGO
Chicago (P 1
Vic Damone
Phil. Poster
Judy Johnson Co
Juvelys
Johnson (P)
San Sone (P)
San Sone (P)
San San Alenti
WASHINGTON
Capitol (L) 2
Modernaires
Gardle McLee
Payo & Mal
Hitlon & Lee

de Ballèt

Rock.
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Pairce (R) 2
Liste Nivellis Joe Pirdlios Larry Mirvin Marken Co Marken Co Barrys Millon Don dis Wella & 4 Fays Paramaunt (P) V Bobby Barre Ord Don Carrell Frank Fontone De: Marco Sis

AUSTRALIA.

AUCKLAND,
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Peter Lacques Cartaux Nellie Small Nella, Dunsmore Betty Sullock Tom. Toby Skating, Boys Skating, Girls MELBOURNE Tivoli (T). 29. Tivoli (T) 2
Fayes 3
Daresco
Lowe & Ladd
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Guy Netson
Frank Cook
Retuta Kramer

Tom-Peter Singing Cirls Commun. Boys

Allorables
CHRISTCHURCH
Royal (T. 29
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BRITAIN

ouna orman Vaughan onya Corbeau Sonya Corbo Sigrita Show Girls Nudes Boy Dancer

Nudes
Boy Dancers
SYDNEY
Tivoli (T) 29
Gino Mattera
Glenda Raymond
Ronald Dowd
Havold Williams
John Fullard

Bench Girls
Hippodrome (5) 29
Jean Sablon
Jack Watson
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Rey Overbury & S
: Buffoons
Williams & Shand ASTO:I Hippodrome (I) 29 Lee & Brees Conrad Vice Juaine De Young & Delyna Jotty Stint Latty Condon Cirls BIRMINGHAM

BIRMINGHAM

Hippodrome (M) 29

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Jackie Ross

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Geraldine & Joy
Palace (b) 27
Joan Ribodes
Scott Sanders
Billy West Co
Ken Morris
Raf Julian & J
Gary Wayne
Les Matchots
Shano & Lace GH

Edward Orland
Terry Howard
BRADFORD
Alhambra (M) 29
Max Wall EDINBURGH
Empire (M) 29

Bob An-Gerry Brere Bobby Collins

Alhabora (M. 2 Max Wall Julie Andrews Hedley Ward 3 Freddie Frinton Joan Mann Sonny Willis Downer & Daye Balles Hedley Ward Shape Balles Hedley Welles Hough Kisk & Eddie Michael Bentine Edward Victor Ronald Chesney Ronald Chesney Royles Rayner & Danet Shape Noble Peter Madden BRISTOL Empire (I) 29 Dawe & Lennon Jeff-Mack Thipway & Joan Margaret Ashton Val Jellay Ashton Val Jellay Ashton Digger Clark Bobby Collins
Max Geldray,
Rusty
GLASGOW
Empire (M) 29
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Johnny Lockwood
Johnny Matson
Olga Varona
St Denis Bros
Mona McCall
Gränger Bros
Dennis Lawes

De Vere Lovelies GRIMSBY De Verrench Ricky Morecambe Clayton & Ward B Loyelles HACKNEY

B Loyen
HACKNEY
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Jack Jackson
Jimmy Wheeler
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Dump Harris & 5
Bernard Landy
Billy Barr
Parel Bernard Landy
Billy Barr
Patricia Lee
Pat. O'D'rien
Conway & Day
4 Fredlanis
Len Marten
W & Dorraine
Pharos & Marina
PORTSMOUTH
Royal (M) 29
Billy Cotton Bd

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Lionel Hampton
Charlie Ventura
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iors Durso Ore ank Marti Ore

Frank Marti Ore
Chateau Madrid
Facundo Rivero
F Alonso Orc
Al Castellanos Orc
Embers
Eddie Heywood
Tyree Glenns
Joe Jones

Tyree Glenns
Joe Jones
'Hotel Ambassador
Jules Lande Orc
Hotel Asfor
Sammy Rave Orc
Hotel Biltmore
Cavaliurs

Hofel Biltmore Cayaliers Hotel Edison Henry Jerome Orc Hotel New Yorker B Cummuns Orc D & T Lemac

Bernee Byers
Hascha Rodell
Stanley Melba Ore
Chico, Rell Ore
Hotel Plaza
Wa Benere Ore

Hotel Plaza
Ms Benjere Ore:
N Matthey Ore:
Hotel Roosevelt
Guy Lombardo Ore:
Motel St. Regls.
Milt Staw Ore:
Horne Diaz Oro.

Milt Shaw Ore Horge Diaz Oro-Hotel Statler Chas Fisk Sharkey Dixielanders

Algiers Hotel

Clover Club
Nancy Donovan
Labinay Morkan
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Fed-Lawre
Tony Lopez
Ore
Schaffin Casina
Hall Winter
Latico

MIAMI-MIAMI BEACH

ren adenders

E & J. Webster Richman & Jackson Gold & Cordell Bel Argay 2 Alfreros Raydini

Be Attaos
Ravinios
Ravinios
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Ravoy to 29
Jimmy Young
Fiery Jack
Magician
Austral
B & B Adams
Frank Preston
Tony Walsh
Valset
Empire (M) 29
Issy Bonn
Eddie Calvert
Cardew-Robinson
McAndrews & Mills
Ray Alan

rAndrews & N iy Alan icilias it Hatton & P.

PAI Hatton & P.
Cassandres
SHEPHERDS BUSH
Empire (S) 29
Betty Driver
Alec Pleon
Warenis
Harry Jacobson
2 Renis
Stating Sayers
Scating & O'Dell
SUNDERLAND
Empire (M) 29
Tachard Sis

Robert Six No. 27 Richard Six No. 27 Richard Six No. 28 Richard Six Gwen Liddle Billy Maxem Malcolin Mitchell 3 Henderson & Kemp Walter, Jeckson Moral & Kemp Walter, Jeckson Moral & Kemp Six Robert
PRK CITY

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Franklin & Lane
Charlivels
De Castro Sis
Gloria Leroy
Nellu Ates
Art Waner Ore
B Harlowe Ore
Art Waner Ore
B Harlowe Bleu
Marshall Izen
Jackson-Sisters
Norman Paris 3
Leon & Eddies
Eddie Davis
Foul Judson

u Judson er Ders 1 Fifth Ave Downey

Edite Davis
Paul Judson
No. 1 Firth Ave
Bob Downey
Harold Fonville
Hazel Webster
Old Roumania
Sadel Banks Ore
Park Sheraton
Mit Herth
Joan Bishop
Russell
Walter Navier
Will Russell
Walter Nye Ore
Pupi Campo Ore
Pupi

Par DeWns.
Don Liberto
Al Norman
Lou Nelson
Dorothy Keller
Patti Ross
Linda Lousard
Barbara Stewart
Carol Dinative Ore

Salvatore Gioe Ore-Panchito Ore
Village Barn
Jackie Jav
Carolyn Wood.
Glen Moore Ore
Bobbie Martin
Zeb Carver
Brite Pete
Hall Graftem Ore
Waldorf-Astoria
Chavales De Esp. ita
Trini Reves.
Emil Coleman Ore
Mischa Bort Ore

Sun-Sun Babbe Rev Freddy Calo Orc Five O'clock Club Martha Rave Sammy Walsh Ted Wills 4 Uharlie Barnet Orc

Galety Club Zorita Raquel Jeannie Christiary Lynn Slarr Len Dawson Ore

Cabaret Bills

NEW YORK CITY

Marem Club
Jimmy Day
Bobby Barton
Princess Tara
Camile Stevens
Lee Taylor
Ginger March
Lee Bardie's
Bar Revue
Sundra Berton
Kitty O'Kelly
Pat Clayton
Juan & Eleanor

yton Eleanor Pat Clayton
Juan & Eleanor
Perry Bruce
Acres O'Relliv
Ralph Gilbert
Don Charles Ore
Nautius Worl
Data Market
Acres O'Relliv
Miss Memphis

CHICAGO

CHICAGO

Blue Angel
Hal White
Bob Wedge Action
Robert Michols
Grace Nichols
Grace Nichols
Grace Nichols
Grace Nichols
Black Orchld
Juanita Hall
Juan

LOS ANGELES

Ambassador Hofel Hayes & Healy Franklyn D'Amore Ted Fio Rita Orc Bar of Music Disceptine Premice Maurice Rocce E Bradford Orc Burder Orch Stabile Orc Carley Foy's Horeward Orch Moure & Lessy Bittmere Hofel Dorothy Claire (George DeWitt Goetschis (3) Hai Derwin Orc State of Carle Orch Mary Kaye Trio Cafe Gala Queenic Leonard Abbe Lane

LAS VEGAS, NEVADA

Desert Inn
N Sherman's
"'Aqua Fair"
J Weissmuller
Vicki Draves
Ei Cortes
Four Knights
Russ Arno
Pudgets
Jimmy Oliver Ore

Flamingo
S Jones Insanities
of 53 Last Frontier Evelyn Knight Pinky Lee 1 Devlyn Ders Skinnay Ennis Orc

Joey Bishop Sa-Harem Dners Cavaliers Cee Da Sa Harem Duers
Cavaliers
Cee Davidson Ore
Sands
Lena Horne
Lou Wills Jr
Galli Galli Copa Girls
Escorts
Pam Garner
Charles Nelson
Ray Sinatra Ore
Silver Slipper
Fifi D'Orsay
Murphy Sisters
Hank Henry

Dick Hazard Trio
Circ's
Peggy Lee'
Dick Stabile Oro
Charley Foy's
L. Carter & Carti'r:
Mary Foy
M. Padula
A. Browne Orc

Murphy Sister Hank Henry Sparky Kaye Bill Willard Jimmy Cayan

Sparky Kaye
Bill: Willard
Jimmy Cavanaugh
M. Gates Palominos
George Redman Ore
Thunderbird
Diosa Costello
Y Slate Broslack
Evic & Joe Slack
Christina Carson
Barney Rawlings
K Duffy Dansation
Phil Macy
Al Jahns Ore
El Ranché Vegas
Joe E. Lewis
Gioria DeHaven
El Rancho Girls
Bob Ellis Orc

3-D's Hot & Cold

Continued from page 1

Wood." Both pictures were originally marked for 3-D production. However, current references to the pictures make no mention of 3-D or widescreen, leading to the assumption they're returning to the "flat" fold.

assumption they feel telling to the "flat" fold.

As the production plans fluctuate, so do the estimates of the number of theaters equipped for stereopic presentation. Par producer Bill Pine says there are 1,800, with an expectation of 3,000 by the end of July. WB's Ben Kalmenson figures there's 2,000 now, declining to estimate how many there'il be in the future. Universal's Al Daff sees 5,000 by the end of the year.

One thing is clear. With each new 3-D pic entering the distrib mills, more and more houses are equipping to receive the medium. The eventual number of houses a 3-D picture will be able to play is

New Acts

GALE STORM Songs 30 Mins. Top's, San Diego

Top's, San Diege
Popular as radio-TV's "My Little Margie," Gale Storm's venture
into the nitery field is accomplished with ease, winning audiences with personal charm plus
talent as yet unrevealed on video.
Only once is gag reference made
to "Margie" characterization—a
kind of Junior League "Lucy."
Rest of stint comprises songalog
and patter that is pure Storm.

Garbed in sea-foam green bouf-

kind of Junior League "Lucy"
Rest of stint comprises songalog
and patter that is pure Storm.

Garbed in sea-foam green bouffant gown, petite performer sets
mood with opening "Blue Skies"
in sprightly style. Brief "Margie"
bit follows, but merely to intro
"Song From Moulin Rouge" with
only piano backing. Earns tremendous mitt partly because vocal
talent of such a high degree is surprising in a TV comedienne.

Frustrations of hêr own "B" film
career are outlined in "Old Fashioned Girl," slick and smart but
not over-hep wordage by Eddie
Gale. Relates pitfalls in "as directed" contract terms in films,
leading into delight at TV work.
Included is varied medley plus
brief aria from "Mme, Butterfly,"
latter a show-stopper. Curious in
juxtaposition, opera and "Cow-CowBoogle" contrast adds to effectiveness of truly socko material.

Still building nicely, Miss Storm
uses "Another Opening, Another
Show" (from "Kiss Me Kate") to
intro "C'est Magnifique." Here she
hows to Milton Rogers for topflight
88 ing. leading into patter on Richard Rodgers and "I'm in Love
With a Wonderful Guy." Livelybrunet is brought back (to. 'Margie" theme) for standout "Three
Bells," French song rarely heard
save by Les Campagnons de la
Chanson. Beautiful song of folk
feeling is presented tenderly to
house gripped in pindrop silence.
Begoff follows.

First TV star to try wings here
at the Yale Kahn canteen, Miss
Storm is highly successful. She

feeing is peripped in pindrop suence. Begoff follows.

First TV star to try wings here it the Yale Kahn canteen, Miss Storm is highly successful. She has a winning Mary Martin quality of freshness, bountiful talent and exuberance. Hands and body are employed for fullest advantage. Not large but attention-grabbing voice is pleasant, bolstered by singer's clear enunciation. Act itself has continuity and purpose to which she adds sincere flair for being liked—not as 'Margie,' essentially a comic character, but as Gale Storm, a strong bet for any nitery.

Don.

DOROTHY SQUIRES

DORUM.
Songs.
9 Mins.
Palace, N.Y.
Dorothy Squires, a nice looking blonde, has a turn that's better designed for niteries than for theatres. In trying to reach for volume this house, she loses some qualities.

in this house, she loses some quality in her pipes,
Repertoire is not built for theares generally. One ballad, "I'm
Walking Behind You," has the
necessary appeal, but the other
tunes get vacant stares. The single comedy number doesn't do too
well.

well.

There is, however, as quality in her voice which indicates she can score on wax. She has recorded for the Coral label and once a good tune is etched, she'll make some indent at the b.o. Jose.

by the end of July. WB's Ben Raje menson figures there's 2,000 now, declining to estimate how many there'll be in the future. Universal's Al Daff sees 5,000 by the end of the year.

One thing is clear. With each new 3-D pie entering the distribinills, more and more houses are quipping to receive the medium. The eventual number of houses as 3-D picture will be able to play is still anybody's guess. This leads to the puzzling question: "When does a distrib stop releasing the 3-D prints and start issuing the picture in its 2-D version:"

C. P. Skouras Sees Chains

Feeling 3-D Era Strain

Hollywood June 30.

Large thealre thains as well as indicate strains as a result of the witch to new dimensions, Charles P. Skouras told stockholders of National Theatres. in a report accompanying dividend checks for the period ended June 26.

Exhib topper said that National Theatres, to maintain its competitive million dollar investment in 3-D widescreen and CinemaScope.

Turne in the competition of the dimension race, would have to make a multismallia dollar investment in 3-D widescreen and CinemaScope.

Turne in the competition of the dimension race, would have to make a multismallia dollar investment in 3-D widescreen and CinemaScope.

JO ANN TOLLEY Songs 15 Mins. Cafe Society, N. Y.

To Ann Tolley, songstress who been gaining some recognition via her M-G-M recording of "I'll Never Forgive Myself," is making her N. Y. nitery preem via the current Cafe Society show. Chirp is an okay looker whose delivery is primarily in the pop vein. She's composed in front of a mike and sells her tunes pleasantly. However, her renditions of the current Brill Bidg output aren't particularly standout. Singer could use more numbers like "I Get a Kick Out of You," in which she demonstrates a full voice via a potent piping job. Current stint is okay for a vaudery, but Miss Tolley will need a stronger selection of tunes for the nitery market.

Numbers sung, besides the Cole

Numbers sung, besides the Cole Porter composition, include "Side By Side," "April in Portugal," "Your Cheatin' Heart," "The One I Love Belongs to Somebody Else" and "You Can Live With a Broken Heart." Jess.

VOCALEERS (5)

VOCALEERS (5)
Songs
12 Mins.
Apollo, N. Y.
Vocaleers are a Negro group,
whose work fits into an all-toofamiliar pattern. They consist of a
tenor, bass, another soloist whose
voice defies classification, and two
more who sing ensemble only Reny

tenor, bass, another soloist whose voice defies classification, and two more who sing ensemble only. Repertoire is limited to obscure rhythm & blues numbers, mostly in the slow vein, and they're all delivered in the same manner—one solo at a time with rest chording and riffing backgrounds. Arrangements are n.sg.

Group ought to expand its repertoire, try something new in arrangements and aim at a more general audience. Staging could stand improvement too—practice of separating into two groups at different mikes is distracting, and the troupe should learn some types of stage business other than merely leaning forward and back and snapping their fingers. Chan,

FORREST TUCKER & TONY ROMANO
Songs, Comedy 30 Mins.
Top's, San Diego
Oddly matched duo—huge Formest Tucker and dapper Tony Romano—provides cheerful turn with many good moments. One in particular is display of fine Romano voice, hitherto hidden in guitarbacking duties and clowning on Purple Heart Circuit. Known as cowboy of films, Tucker turns out to be deft storyteller, a kind of subdued Phil Harris of the tumble-weed.

Subdued Phil Harris of the tumble-weed.

Opener of "Smile," with both Freddie Aune's musickers and Tucker-Romano in too big a hurry, is bright and earns nice welcome palming. "Pony Express," gag, song on current Tucker starrer, follows to fair response since material lacks sharpness. Tucker, whose appearance on nitery floor is first-rate, takes over for several stories to good yocks. One room-rocking tale, very blue but very funny, is in Negro dialect. Bias sting of latter is erased in sympathetic intro, but use of term "darkies" may be rated doubtful taste for some spots.

Romano returns for songalog, in-

Strawhat Biz Perks Smartly; Upbeat In Philly, Boston; Other Barn News

Philadelphia, June 30.
Playhouse in the Park, Philly's, first tent-show venture, after finishing first two weeks of its second season, is well ahead of last summer's financial record. Last year's season started two weeks later and extended 11 weeks, where this year's program skeds 13 offerings.

later and extended 11 weeks, where this year's program skeds 13 offerings.
First two, "Road to Rome" (June 15 and "The Moon is Blue," were virtual capacity at all evening shows and did better than expected at the two matinees. Last year's attendance, while encouraging from the start, was a long way from capacity until after the third or forth week.
Entire schedule has now been completed with exception of 13th and final offering, Sept. 6, which will be announced later. Latest bookings are "Charley's Aunt," with Roddy McDowell, July 27, and "The Show Off," with Leon Janery, Aug. 3.
Next. week's booking is "Room Service," with Skedge Miller, who will remain over to support Uta Hagen in "The Lady's Not For Burning," July 13.

Hub Biz Perks
Boston, June 30.
Biz picked up slightly at County
Playhouse this stanza, with "Moon
Is Blue," starring Zachary Scott,
nabbing a near-\$7,300 at the 1,400seater. House is scaled at \$3 top.
Billie Burke in "Life With Mother" is current.
Alexis Smith-Victor Jory vehicle, "Bell, Book and Candle," teed
off the 14th season of the Lee
Falk. Al Capp - operated Boston
Summer Theatre Monday (29). The
Group 20 Players kick off their
outdoor season at the Wellesley
College Amphitheatre tonight '80)
with "Taming of the Shrew."

'Fiddle' \$9,500, Westport
Westport, Conn., June 30.
Westport Country Playhouse,
with increased seating through
mezzanine revamping, has opened
to good but considerably less than
peak biz first two weeks.
New version of "School for
Scandal," with June Havoc, the
opener was panned more than
usual for a teeoff show, and 760seater gross was \$8,800 at \$3.60
top. Last week, Betty Field in.
"Second Fiddle" was better, with
\$9,500.

Payton-Neal Package
Barbara Payton and Tom Neal
will team for the first time in a
new barn package of James Cain's
"The Postman Always Rings
Twice." which opens a tour with a
one-week engagement at the Norwich (Conn.) Summer Theatre beginning Monday (6).
Miss Payton's last and only stage
appearance, was in "The Second
Man," opposite Franchot Tone.

Ferguson \$3,900, Stockbridge
Stockbridge, Mass., June 30.
Elsie Ferguson in the new
Courtney Abbott melodrama, "And
Two Make Four," rang up a \$3,900
gross in the opening stanza of the
Berkshire Playhouse, here last
week. This represents approximately 70% capacity for the 436scater.

scater.
Current is "The Moon Is Blue,"
featuring Edward Andrews.

Armstrong Tryout
"See You Tomorrow," new play
by legit pressagent Ned Armstrong will be tried out July 29 at
Jil Miller's Putnam County Playhouse, Lake Mahopac, N.Y.

Author is flack this summer for
Richard Aldrich's Falmouth Playhouse, Coonamessett, Mass.

Turtle' \$5,450, New Hope
New Hope, Pa., June 30.
Voice of the Turtle' grossed a
fast \$5,450 at a \$3.50 top last week
at Theron Bamberger's 432-seat
Bucks County Playhouse here.
Giorfa Hoye was well received in
the femme lead. originally played
on Broadway by Margaret Sullavan,
and John O'Hare and Natalie Core
clicked in the other two parts.

Jessie Royce Landis is current
in a tryout of 'Celia,' by George
Batson.

'Kate' Tees Vancouver Vancouver: June 30. Vancouver's outdoor Theatre Uner The Stars in the city's Stanley ark opened its 14th season with a vish production of "Kiss Me ale." Overcast skies held draw around 12,000 patrons for first x performances in the 5,000-seat

New Yorker Ralph Magelssen, Cily import in cast, played the Fred Graham-Petruchio role and (Continued on page 51)

Accountant Wanted

Under an agreement with other theatrical craft unions, the Treasurers & Ticket Sell-ers, Local 751, IATSE, is makthe Treasurers & Ticket Sellers, Local 751, IATSE, is making concessions to off-Broadway groups to encourage legit, unable to put up any bond to cover the special \$90-a-week boxoffice salary, was permitted to use a union treasurer with the understanding that the b.o. man would get the first \$15 out of each night's receipts.

Arrangement worked out okay for the first three nights, but brodied the fourth night, when the take for the performance was less than \$15. When the b.o. man phoned union officials to ask what he should do, he was instructed that he might as well forget it. "They don't need a treasurer," he was told, "they need a life-saving squad."

Russo, Ellis' 35G Lloyds Settlement

Original asking sum has been whittled down to \$35,000. Of that amount, \$29,000 will have to be shelled out in preferred claims of which about \$18,000 goes to Warner Bros and around \$11,000 to the U.S. Treatury Dept. The film company, which originally loaned the duo \$27,000, took an assignment of the claim against Lloyds to the extent of its creditorship.

Producers have offered to pay the general creditors 10% of their total indebtedness by Sept. 1. They're currently in the process of They're currently in the process of getting signatures of acceptance on the offer, Duo, incidentally, is slated to put another show on the boards next season. They plan to bring "Howe & Hummell," Howard Teichmann's dramatization of the New Yorker articles by Richard Rovere, to Broadway in the fall.

Trib Critic Kerr Busy on Book; Wife Scribbles Too

Except for a month off, during which he will concentrate on the preparation of a book for would-be playwrights. Walter F. Kerr, drama critic of the N. Y. Herald Tribune, will turn out regular weekly columns for the paper's Sunday drama section. Unlike most of the New York first-stringers, he won't get away for the summer, but will spend most of his time at his home in suburban. New Rochelle, N. Y.

Kerr's hook which now has the

ban, New Rochelle, N. r.

Kerr's book, which now has the
working title, "Don't Write That
Play," is to be published by Simon
& Schuster. Manuscript is due
early in the fall, but the author's
principal problem thus far has
been a matter of organization and
format

format.

Jean (Mrs.) Kerr is contributing several revue sketches for John Murray Anderson's scheduled "Almanac." Her play, "King of Hearts," has been tentatively slated for production by several different managements, but has been held up each time by casting difficulties.

Nanci Crompton's Kaycee, Vegas and Revue Dates

Nanci Crompton, who just finished four weeks at the London Palladium, doubling at the Savoy Hotel, planed to America yesterday (Mon.).

day (Mon.).

She is due to play in "Bloomer Girl" for one week at Swope Park; Kansas City. After that, she appears for two weeks at the Sahara,

John Murray Anderson has tab-bed her for a featured role in his new "Almanac," in which Hermi-one Gingold is to be starred.

Hayes-Healy Sought for 'Vegas' Musical for B'way

Yegas Musical for b way

Hollywood, June 30,

Peter Lind Hayes and Mary
Healy are being sought as leads in
"Las Vegas," musical comedy with
book by Stephen Longstreet and
songs by Sam Coslow, to be produced on Broadway next fall by
Rita Allen and Archie Thomson
Edward G. Rebinson is mentioned
as possible costar.

Yarn deals with an overgrown
kid who persuades a gangster to
subsidize a system to beat the
wheels at Las Vegas.

Equity Working On Percenters' Franchise Bids

applications from New York percenters. Application blanks were sept out last week to about 85 agents whose bids for franchises had been on file with the union for some time.

At least some of the applications will be considered within the next few days by the union's agency committee, and recommendations will probably be made.

James Russo and Michael Ellis, producers of last season's flop cil for granting ones considered in order. All of the bids are expected to be processed within the same company.

Original asking sum has been whittled down to \$35,000 Of that amount, \$29,000 will have to be shelled out in preferred claims, of which about \$18,000 goes to War-been led up by the union soals for revision of Hs regulations. It had been expected that detail by the council, after which they will be submitted to the union's membership for approval.

Lemonade Opera Picks Juicy Bit in 'Don Pedro,'

Its New Opus by Mozart
The enterprising Lemonade Opera Co. is back at its Greenwich Village, N. Y., stand for a fourth season, with a distinct and highly commendable novelty. This is a melodious, amusing "new" Mozart opera, "Don Pedro," in a jazzy English libretto by Joseph Longstreth. Opus is a patchwork cleverly put together a few years ago by a Swiss musician named Hans Erisman out of a couple uncompleted Mozart operas plus several independent song numbers.

pleted Mozart operas plus several independent song numbers.

Libretto is straight 18th century with the usual involvement of romantic plot, as the vexed paths of two young lovers are eased. The music is tuneful, catchy and engaging, and the accomplished young actor-singers whom Lemonde's marking director May Leader and the several way Leader marking director way Leader and the several way Leader may Lead

gaging, and the accomplished young actor-singers whom Lemonade's managing director Max Leavitt has assembled present the opera with delightful flourish and style. Leavitt uses alternate casts, with a two-piano orch, all under. Sheldon Soffer's deft direction. Lemonade has pitched its stand in the basement of the Village Presbyterian Church on West 13thn St. A non-profit membership society, financed by voluntary contributions, the outft is tax-free, At a \$3 top, with performances six nights a week, the 280-seater can gross \$4,000. Weekly nut is \$2,500. and the company, by end of the fourth week of a scheduled 14-week summer season, has just about kept even with its weekly nut. Singers are all pros, under AGMA salarics. The Fact-Finding Committee of the various N. Y theatrical unions has allowed the outft special arrangements. But Lewoltt admits.

'Flanders' to Coast Despite Brutal 60G Philly Loss & Claim It's Spicy

Angel 'Avalanche'

Novel method of raising capital for a proposed Broadway production is being used by Engene Endrey for a play titled "Avalanche." by an undisclosed author. In a letter to potential backers last week. Endrey merely enclosed a page and achair visit to potential backers last week. Endrey merely enclosed a page-and a-half plot synopsis, with reprints of a newspaper story and editorial about the recent case of a new York oil executive who exposed a Communist attempt to blackmail him tuto spying for Russia to save his war-prisoner sons.

The accompanying letter claimed the play, whose author is doscribed as a well-known writer living behind the Iron Curtain, as paralleling the case described in the news story. Production is budgeted at \$60,000.

'Misalliance' Tour

Misaliance Tour

Loaded With Ifs

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sent out on its own.

Play just about broke even on its 1612-week Broadway run, the latter part of which was on two-for-ones. However, it grossed \$27.

600 and \$32,500, respectively, for its initial two weeks at the City. Center. Barry Jones was the original stan of the revival, with Martyn Green taking over the last few weeks, Other leads included Talmara Geva, Roddy McDowall, William Redfield, Richard Kiley, Dorothy Sands, Jan Fairand and Jerome Kilty. Production was staged by Cyril Ritchard.

Entire three-production drama season at the City Center is estimated to have involved a loss of about \$8,000. Other two revivals were "Love's Labour's Lost" and will never be able full who even the sand ing wages to all who event the sants.

Two-Person 'Four,' With

tion by Courtney Abbott of "Under New York agents are not Orders." a 1918 Melodrama by ted to sign clients in the 1 to Broadway production this fall by William Miles, who staged a tryout of it last week as the season opener at his Berkshire Playhouse here. Local audience reaction was promising. Project may depend on sentatives and their client script revisions, said to be mostly does not help anybody, by a matter of cutting and sharpening.

Kemble Cooper, who costarred as the two dual leads in the four-char-acter, play at last week's tryout would be retained for the Broad-way presentation. If and when, Miles indicates.

New San Antonio Muny Opera to Bow with 'Mill' this

Marriage' to Preem Fall
Yiddish Theatre Season
Edmund Zayenda and Irving
Jacobson will costar in "Second Marriage," adaptation of Louis Freiman's Jewish radio series of the same name, as opening production of the 1953-54 season at the Second Ave. Theatre, N. Y.
"Second Marriage" is scheduled to premiere Oct. 5.

substitute "Hazel Flagg" felt through,
After three dire weeks in Philly,
"Carnival" called it quits there last
Saturday night (27), cancelling an additional four performances through tonight tWed.1. Musical adaptation of the French film, "La Kermess Herolque," did brutal business in Philly, piling up a loss of around \$60,000-\$70,000, thereby jeopardizing continuation of the production.

jeopardizing continuation of the production.

Lester, who was in Philly last week to look over the show, sought to cancel the Coast bookings on claim the musical is too salacious for presentation at the Philharmonic Auditorium, L. A., which is owned by the Baptist Church, However, producers Paula Stone, Michael Sloane, Johnny Burke, and Jimmy Van Heusen denied the musical is not acceptable, and insisted

returned to the Coast (Continued on page 52)

5% Legit Commissions Called Absurd, Agent **Prefers SAG Contract**

Cole Porter's Mother's Estate Valued at 551G

Peru. Ind., June 30.
An estate valued at \$551 550, according to inheritance tax figures was left by the late Mrs. Rate C.
Porter, mother of Cole Porter.

Porter, mother of Cole Porter.
The bulk of the property was left to her son.

Strawhat Reviews

Sailor's Delight

Dennis, Mass., June 29.

ard Aldrich production of comedia

there Blackmore, in adptation by

nea. Langner, Stars. Eva. Gabor,
telmore: leasures Natalia Schafer,
ine. Meskill. Chester: Stration,
as Bevans, Staged by Barry Ellerbe. Harry Elle. At Cape Play 53; \$3:90 ne Meskill, Chester Bevans Slaged by Harr Paul Bertelsen, At C Dennis, Mass., June 29,

Shirley Standlee

This American version by Law-rence Languer of "Ta Duchesse D'Algues," the two-season Parisian hit, adapted from the original Eng-lish version of the familian "Mir-anda," opened the 27th season of Richard Aldrich's Cape Playhouse tonight (Mon.) and, judging from audience response, is very pleas-ant summertime fare.

authence response, is very pleasant summertime fare.

Whether Peter Blackmore's entrancing mermaid can wiggle successfully across Broadway shoals is doubtful at the moment, but finisier stuff has made the grade. Radiant Eva Gabor is everything a sailor or any other homo sapiens could ask for in mermaids. Her sparkling performance, keeps the evening brightly entertaining and leaves no question as to her talents. Literally and otherwise she is capably supported by Tom Elmore and company and keeps the comedy going at a brisk pace.

medy going at a brisk pace.
There is enough sophistication, adhighting the progress of this stastic yarn about the transanted beauty of the briney deep make it worthy of a barn tour ywhere, anytime. But unless the rollines, here and there, are deed; the opening minutes sparked more voltage, and the last act wdown picked up, there is serus doubt of Broadway survival, angler, however, plans, several anges, and additions as the procition, under his Theatre Guild ng, proceeds to his Country ayhouse at Westport, Conn.
The detightfully incredible story

guetton, under his ineatre Guild wing, proceeds to his Country Playhouse at Westport, Conn.

The delightfully incredible story sets off a chain of amusing situations, some of them packed with hilarious comedy. There is a generous portion of laughs and risque times to make the evening lots of fun. Miss Gabor, Juscious in tulle gowns, and physically ideal for the mermaid role, is ideally cast.

Her portrayal is effervescent, with a wistful quality in this number that suited perfectly. She is the boxoffice pull for this one—and it will need her if it ventures onto the Main Stem.

Elmore gives excellent support in his gay performance as the doctor who transported Marina from her natural habitat to his Parisian apartment. Natalle Schafer was assigned no easy task in the wife role, but she plays it convincingly. Katherine Meskill as Isabelle Lambert and Chester Stratton as her artist fiancee give highly entertaining performances. Philippa Bevans is an audience favorite as the nurse and John Vivyan does an outstanding job as the houseman. Shirley Standlee is very creditable as the maid.

Harry Ellerbe's staging of this tryout was skillfully handled and the single set by Paul Bertelsen is as attractive as it was professional in detail.

Celia

New Hope, Pa., June 29.
Theron Bamberger production of comdy-drama by George Batson, Stars Jessie
toyce: Landis: features Russell Hardie,
cona Maricle, Douglas Taylor, Directed
rena Maricle, Start Start Start Start
rena Maricle, Start Start
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Rayre Landis; features Russell Hardie Leona Maricle, Douglas Taylor, Directed by Robert Caldwell, Setting, David Reppa C. Burker County Playhouse. New Hope Landis County Playhouse. New Hope Celia Granger Jessie Royce Landis Banice Kilburn. James Malore Celia Granger Jessie Royce Landis Banice Kilburn. James Malore Celia Granger Douglas Taylor Kathy Jayce Lear Mass. Hamilton Mary Dayce Lear Mass. Hamilton Mary Jayce Lear Mass. Hamilton Mary Dayce Lear Mass. Hami

talky first scene needs streamlining, as do several others, including the last. But an opening-night audience, which worried, "Who Did It"," through two entre-actes, went home satisfied after considerable annuaise.

home satisfied after consideral appliance.
David Reppa's set is fine: There is good assist from Allen Derrick, as a libidinous chauffeur; Mary Jackson, as a housekeeper and Gerrianne Raphael as a southern belle puzzled by vacillation of Miss Landis' weakling son.

Ward.

At Home With Ethel Waters
Sea Cliff, L. I., June 29.
Thomas G. Raicliffe, Louis Macmilli
Presentation of one-woman revue. Sta
Ethel Waters, Reginal Beane at plan
and lighted by John Carlos, At Sea Cl
Theatre, Sea Cliff, L. I., June 29, 53.

"At Home With Ethel Waters."

"At Home With Ethet Waters," which debuted tonight (Mon.) at the Sea Cliff Summer Theatre, is a two-hour tour de force that gives Ja Waters undisputed, claim to the title of "One and Only." Whether director Richard Barrwill bring it to New York this fall depends on the next few months, during which Miss Waters will divide strawhat appearances between "At Home" and "The Member of the Wedding."

The gal who introduced "Dinah" in the "Plantation Revue of 1924" proves she can still handle the Carolina culie—or any other song—like no one else in the business. The years may have chopped a tone or two from her high register, but they have also developed a sense of phrasing and pitch that can only be described as uncanny. Miss Waters sings above; below and around a program of 22 numbers that includes blues, spirituals, a minstrel song, Harlem patter pieces and, of course, a solid sampling of such specials as "SI. Louis Blues." "Taking a Chance on Love." "Suppertime" and "Cabin in the Six."

Blues," "Taking a Chance on Love." "Suppertime" and "Cabin in the Sky."

Setting for the "At Home" is the star's apartment living room—a device intended to take the show out of the recital class. Planist Reginald Beane provides the most intelligent, listenable accompaniment heard in a long time, and also holds the spotlight on two well-received solo spots.

Weakest turn is "Washtub Rub-Stud," a revival from "Rhapsody in Black" (1951), whose patter interlude clearly shows signs of age. A panel of modernistic bronze plaques in the apartment background do little to aid the illusion suggested by the prop tub and washboard. The setting also works against Miss Waters' dance-hall hostess bit, but not enough to kill the solid hand she draws after every number.

"At Home? is a lot of Ethel Waters. The best of it is superb—the worst no worse than fair Final evaluation depends on how much you like the star. At the close of tonight's show, most of Sea Cliff was voting solid for Miss Waters.

And Two Make Four

And Two Make Four
Stockbridge, Mass, June 30.
Berkshire Playhouse production of meldrama, in four scenes by Courtney Abbott, based on play by Berte Thomas.
Star's Elais Ferguson: features Anthony
Kemble Cooper, Directed by William
Miles Sets by William Roberts, At Berkshire Playhouse, Stockbridge, Mass., June
20, The Marton Ford
Marton Ford
Marton Ford
Carl Hautzman Anthony K. Cooper

Todd's Oversize 'Venice' Bows in Boff. Improved Fashion for 2d Season

Mike Todd, busy with wide-screens in his Todd-AO film setup. Mike Todd, Jusy with videscreens in his Todd-AO film setup, has taken time off for a second edition of his wide-stage al fresco production of Johann Strauss' operetta, "A Night in Venice." This year's entry, being repeated at the Marine Stadium, Jones Beach, L. I., is a more smoothly-tailored presentation than the initial version. One of those "everything but the kitchen sink" extravaganzas, "Venice" is spectacular, tuneful, eyeappealing and definitely a top warm-weather entry.

Show has all the earmarks of b.o. prosperity. However, a major factor mitigating against capacity grosses is the location of the stadium. Another negative factor is in

um. Another negative factor is in adverse weather reports, which dis-courage potential audiences from making the trek out to the Island

Night in Venice

George Hali Iomas Hayward Fred Lightner Arthur Newman

Sherman, John Treuy, Av., tonh Zadordan, teing Ensemble: Youne Chouteau, teing Ensemble: Youne Chouteau, a Curley, Cathryn Damon, Maria De Acelli, Tania, Dokoudovsky, June S., Barbara Fallas, Louise: Ferrand, I Harriton, Dorothy Hill, Emilka Rutander, S., Barbara Fallas, Louise: Herrand, I Harriton, Dorothy Hill, Emilka Rutander, S., Harriton, Denothy Hill, Emilka Rutander, S., Harriton, Martander, S., Harriton, Martander, S., Harriton, Martander, Martander, S., Harriton, Martander, S., Harriton, Martander, S., Harriton, Martin, Fredericks, Gerard Levitt, Luman, Donald Martin, Lee Murray, baugh, Richard Thomas, Durray, baugh, Richard Thomas, Durray, Bauer, Delores Bell, Ruth Bohn (Campbell, Deneyse Fay, Marjorie lander, Lee Firestone, Barbara Formurlet (Bibert, Junelee Graham, thy Lakeland, Mary Lenihan, Eleanor Marses Saunders, Audrey Shubert,

Rubin, Marya Saunders, Audrey Shubert, Cordelia Ware, Priscilla Weston, Barbara Wiltse, Florence Wilnau, Elaine Winters, Gondollers: Jim Coveny, Pino Gasparini, Frank Keefe, Fred Milbredt, Ruggiero Romanier, Condollers: Joint Saunders, Condollers: Louis Barreiro, Patricia Donohue, Ray Gill, Lucky Kargo, George Kilroy, Harry McManus.

Donohue. Ray Gil. Lucky Kargo, George Kilroy, Harry McManus.

Presentation has surefire appeal for visiting out-of-towners, a good number of whom, though, might not be partial to the hour-or-more trek out to Jones Beach. If centrally located, there's little doubt that "Venice" could par Radio City Music Hall as a spectacle showcase and sightseeing must.

Todd and his staff are aware of the musical's tourist lure and the inconvenient locale. A bus service each evening from Times Square is already being utilized, instead of solely relying on train transportation, as was the case last sunimer. Buses will also be utilized from the Bronx and Brooklyn.

Cost of the overall production this scason has been lessened confisied and season has been lessened confiderably from last year. Initial production tab ran around \$380,000 most of which went to the building of the stage and sets. About \$300,000 has been lopped intact. Weekly operating cost runs from \$60,000 to \$75,000 weekly.

Presentation is being offered on a concrete offshore stage 104 feet wide, with a circular 76-foot revolving-stage-in-the-center, and a 100-foot lagoon separating the stage from \$206-seat amphitheatre.

Most of the principal cast memical control of the principal cast memical ca

Inside Stuff—Legit

Casting of Lawrence Tibbett for a series of performances as Porgy in the current Broadway revival of "Porgy and Bess" (Ziegfeld, N. Y.), is understood to have aroused criticism from a few cast members of the musical. Complaint was that a white artist would be depriving a Negro of employment in the preponderately Negro show. Opposition a Negro of employment in the preponderately Negro show. Opposition subsided, however, when Robert Breen, stager and co-producer of the revival, pointed out that the situation is the antithesis of discrimination. Noting that he as well as those who had raised the matter, is opposed to any racial or religious barriers in the arts. Breen recalled that there had been general approval some years ago when the late Canada Lee wore white makeup to play a white character in "The Düchess, of Malfi." If there should be no color line against Negroes appearing in white shows, it's illogical to bar white players from the casts of Negro shows, the producer-director argued.

Tibbett, a former Met and concert star, will sing 10 performances as Porgy, from July 15 through the week of Aug. 3.

What started as a casual interlude has now snowballed into an important name roster at Walter Jacobs' Lake Tarleton Club, Pike, N. H., where the 4th White Mountains' Festival of the Seven Arts this year sees a flock of distinguished lecturers. These include Sherman Adams, assistant to President Elsenhower; New Hampshire Gov. Hugh Gregg, U. S. Senator Charles Tobey (N. H.) in addition to such show biz and literati spielers as Richard de Rochemont, Clarence Derwent, Ernest Fiene (American painter), Alexander Gabriel (UN transradio correspondent), Hy Gardner, Mark Goodson, Charles Jackson, Dick Joseph, Irv Kupcinet, Harold Q. Masur, Mitch Miller, Arnold Moss, Elliott Norton, Julius Rudel (conductor, N. Y. City Opera), Harry Schwartz (N. Y. Times), Lisa Sergio, Horace Sutton, Louis Untermyer and Earl Wilson.

This is another segment of show bis to the conductor of
This is another segment of show biz in the resorts. The Tarleton also books the N. Y. City Opera Co., the Mendelssohn String Quartet, the Charles Weidman Theatre Dance Co., Margaret Hillis concert and madrigals choir. Herbert W. Hill, Dartmouth College, is conferencier; Jack Golbert is entertainment director.

Shepard Traube, who has scheduled a fall revue of a posthumous Sigmund Romberg musical, "The Girl in Pink Tights," has instructed his attorneys to protest reported plans of 20th Century-Fox to make a picture called "Pink Tights." He points out that the legit project has been in the works for more than a year and claims he has thus established priority on the title or one too similar. Renee Jeanmaire is signed to star in the stage musical, a yarn about a ballerina. Marilyn Monroe has been mentioned as lead of 20th-Fox film.

Legit Bits

Robert Whitehead may produce "Slars in a Person's Backyard," by Jay Presson. Annual Wash of the Lambs Club will be held July 26 at the Percy Williams Home, E. Islip, L. I. "Angelica," new comedy by Ronald Alexander, author of "Time Out For Ginger," will be produced in the fall by Edward Choate, George Ross and Paul Stewart, with the latter as. stager. Michel Mok planed to Europe last Friday (26) for a three-week vacation. During his absence, associate Peggy Phillips is handling publicity for the three Rodgers—Hammerstein shows, "South Pacific," "King and I" and "Me and Juliet," with Frank Goodman as temporary associate.

E. G. Marshall, male lead in "Crucible" (Martin Beck), was hit with pleurisy over last weekend, but went on Monday night (29) just the same after medicos shot him with prevent lest week the same after medicos shot him with serum.

Truman Gaige, who was in "Cateron and West heep the produced prevent and the prevent of the produced prevent the prevent of the prevent

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Truman Gaige, who was in "Carcusel" in Frixe last week re-

Truman Gaige, who was in "Carousel" in Frisco last week, remains on the Coast, following its close. Edwin Lester has signed him for a featured role in "Kismet," which goes into rehearsal in three weeks. William Johnson, star of "Carousel," takes a week's rest, then flies to St. Louis to do the title role at the Muny Opera in "Three Wishes for Jamie."

Nancy Andrews, who has succeeded Benay Venuta as the Fleurishing mag editoress in 'Hazel Flagg,' has star billing. Sherry North, the nifty-figgered dancer in the same show, has also been upped to stardom.

the same show, has also been upped to stardom:

Sam Schwartz, currently managing "Carnival in Flanders," will be general manager this season for Cheryl Crawford. He has resigned as manager of the Academy of Music, Philly Former bandleader Ramon Ramos will partner with Clark Smith in the production of "The Beach House," by Stephen Longstreet.

"The Prescott Proposals," new comedy by Howard Lindsay and Russel Crouse, is due for fall production by Leland Hayward, Meanwhile, the authors have put aside work on the book for a musical version of the Cleveland Amory novel. "The Last Resorts"

Mack Gordon will write the lyrics of Jule Styne's music for "The Great Caresse" a musical comedy as an external to the come of the star and t

mack Gordon will write the lyrics to Jule Styne's music for "The Great Caresse." a musical comedy to star Betty and Jane Kean. The show's book is being written by Anita Loos, and Styne and Anthony B. Farrell will partner in the production.

the production.

General manager Max Allentuck and his actress-wife Maureen Stapleton have taken a summer place at Shippan Point, Stamford, Conn. . Pressagent Bill Fields back on the job this week after several days in the hospital at Great Barrington, Mass., for treatment-of-an-ulcer-His-daughter-is in the same hospital with a broken pelvis sustained in a fall from a horse. dipleton have taken a summer lace at Shippan Point, Stamford, Jonn. . . Pressagent Bill Fields sold Gold Cadillac, unspecified theateveral days in the hospital at treat Barrington, Mass., for treatent-of-an-ulcer-His-daughter-is a the same hospital with a broken elvis sustained in a fall from a lorse.

Emmett Callahan and bride re
Emmett Callahan and bride re
Girl Can Tell, unspecified theater, Nov. 29.

Sherlock Holmes, unspecified theater, week of Nov. 2.

Kind Sir, Alvin, Nov. 4.

All Summer Long, unspecified theater, week of Nov. 9.

Black Candella.

London tryout opening Aug. 25 in Edinburgh.

Aldrich & Myers have dropped their option on "Stockade," Mark Appleman's dramatization of a chapter from the James Jones novel. "From Here to Eternity," and the seript is being submitted around by Maximilian Becker.

"End as a Man," Calder Willingham's dramatization of his own novel, is being sent around by agent Audrey Wood. So far, Billy Rose is the only N. Y. theatre owner planning to take immediate advantage of the new local regulation permitting the sale of alcoholic drinks in legit houses: He'll install a bar in the mezzanine lounge of his Ziegfeld Theatre.

Future B'way Openings

Guys and Dolls (reopening), 46th. Street, Aug. 10.

Hazel Flagg (reopening), Hellinger, Aug. 24.

Anna Russell's Little Show, Vanderbilt, Sept. 8.

Pin to See the Peep Show, Playhouse, Sept. 17.

Carnival in Flanders, Century, week of Sept. 28.

Tea and Sympathy, Barrymore, Sept. 30.

Sept. 30.

Three Stories High, unspecified theatre, Oct. 1.
Little Hut, Coronet, Oct. 5.
Ladies of the Corridor, unspecified theatre, Oct. 14.
Teahouse of the August Moon, Martin Beck, Oct. 15.
Oh Men, Oh Women, unspecified theatre, week of Oct. 19.
Gently Does It, Playhouse, Oct. 26.

3. Girl Can Tell, unspecified thea-e, Oct. 29.

'Superman' \$3,750, D.C.; 'Widow' Shy of \$18,000

Todd's 'Venice'

other visual treat is the re-ing stage, which enables ois to switch from a ballroom market place with complete Incidentally, in the initial

he several gondolas used.

also came on for a bow and choice little speechlet. Jess.

Jacob's Pillow Fest Bows 12th Season in Mass

nanged weekly, with different artis as well as programs. Total of performances to be given this immer, through Sept. 5.

'Drunkard's 21st Birthday

'Park' Sluggish \$15,500 In Its Toronto Stanza

Toronto, June 30. Virginia Haskins and James Hawthorne, first presenta-tion here of "Up in Central Park"

'Faces' \$21,200, Chi; 'Joey' \$30,800

at \$21,200.
Pal Joey, Schubert (\$5.00; 2,100)
(6th wk) (Harold Lang). \$30,800

Blossom Time' Slow 32G For Pitt Stadium Stanza

Barn Biz

signed in Toronto by former Van-couverite Stuart McKay.

"Kate" runs until July 6, fol-lowed by "Rose Marie" and "Desert. Song" for one week each and 'Carousel" for two,

New Hampshire Barns Tee Off Manchester, N. H., June 30. The curtain went up on Nev

Mart, starts its 215t to "Affairs of Sun Monday (6), "Affairs of Sun Mildred Ilse production hasn't curtain-raiser at t missed a performance in 20 years. Theatre in North

'Dolls' \$33,235, Frisco; 'Carousel' Sock 41G

Banana' \$30,800, 'Waltz' 52G, L. A.

Great Waltz, Philharmonic Aud d wk) (\$4.80; 2,670). Up a trifle

BEST FOOT' \$35,800 FOR FIRST WEEK IN DALLAS

'Student Prince' \$59,000 In Boff K.C. Getaway

Kentuckian' \$17,200

Summer Slump Clobbers B'way Biz; Brynner \$45,700; 'Hazel' 27G, Exits; 'Angels' \$16,400, 'Crucible' \$9,900

'Cyrano' Good \$42,000 In St. Louis Stanza

'SP' \$40,900, Det.; \$34,600, Boston

'Carnival' Drab \$9,000 In Its Philly Bowout

'Ladies' in Losing Battle

With 5G Omaha, June 30.

"Good Nite Ladles" made its cond swing through here inside months and found it a losing attle.

Center Bullish Despite 100G Nick; Drive Hits 132G; Operetta Co. Seen

The N. Y. City Center of Drama & Music will enter its 10th year next season (it opened Dec. 11. it over. Old revivals like "Merry 143) on an ubbeat note. Its first public drive for funds hit the \$132- would be tabu; Kirstein has in 000 mark last weekend certain organizations have expressed willing ness: to give it assistance, and there's strong likelihood that in there's strong likelihood that in the fall, after the mayoralty election, the city (which owns the City Center building) will cut its rental center building will cut its rental center in the center operation as a sate theatre, a public service system, like the Brooklyn Academy building Museum of Art, and ensame as with the brooklyn Academy

nouses, like the Brooklyn Academy of Music.)

Org. which did a little over \$1.800,000 bir for the '52-53 season, lost about \$100,000 (of which \$40.000 was dropped last summer on its ballet troupe's tour of Europe). Lincoln Kirstein, who just finished his first year as general director of the Center, is pleased with the season just ended, and busy withplans for the future. The drama season was the best they ever had. Kirstein said, the ballet was first-rate, and opera was enormously improved. Artistically, he thought, i, was the most successful year in the Center's history.

The Center produced 16 new ballets during the '52-53 season; six new opera productions, and three new plays. "What other outfit in the country could match that," Kirstein asked.

Support on the Center's first public pitch for funds, he said, has been remarkable. There are 12 unions in the house, and each one contributed to the drive. The American Federation of Musicians gave \$2,500. There were 50 individuals who gave \$250 or more; about 1,500 people gave under \$200. It indicated the warmth of regard New York holds for the Cily Center.

Oops, Sorry!

Worst mistake of the season, Kirstein confessed, was upping the top from \$3.60 to \$4. The 40c difference, he said; was disastrous. Top goes back now to \$3.60. The operatroupe, he added, shouldn't have played concurrently, as it did for three weeks, with the Metropolitan. A seven-week fall, opera season was too long so was the 12-week winter. Worst mistake of the season, Kirtoo long, so was the 12-week winter ballet season (plus six more in spring).

spring).

The Center will open '53-'54 with an opera season of five weeks, starting Oct.' 5. Opera troupe will then tour five weeks. Fall season will present a new work-in the Katkavon Einum 'The Trial," staged by von Einum "The Trial," staged by Otto-Preminger; a new production of "Hansel and Gretel," a revival of "Rigoletto" and return of the Fujiwara Co. of Japan in "Butter-ffy," Next spring's plans include preems of Bellin's "Somnambula" Offenbach's "Grand Duchess of

preems of Bellin's "Somnambula" and Offenbach's "Grand Duchess of Gerolstein."

Ballet season will open at Xmas with a new, three-act "Nuteracker," choreographed by George Balanchine, the first time an American company has ever done a full, evening length work. New works by Jerome Robbins and Frederick Ashton are also promised. The drama season is vague at the moment, but Kirstein would like to do a spring season of Shakespeare and Shaw again, with Albert Marre directing. Included would be a Shaw double-bill, "Man of Destiny" and "Great Catherine".

Light Opera Co.

Kirstein is also mulling a fourth division (in addition to opera, ballet and drama) to make the Center 52-week venture. This would be a N. Y. Light Opera Co.

a 52-week venture. This would be a N. Y. Light Opera Co. He's been

WANTED EXECUTIVE SECRETARY

experience Knowledge Spanish and French essential. Pleasant working conditions. Good salary: Box 63053, Variety; 154 W. 46th St., New York 36, N. Y.

largest the Center has ever experienced. But Kirstein regards the non-profit Center operation as a state theatre, a public service system, like the Met Opera, N. Y. Philharmonic, Public Library or Metro-politan Museum of Art; and entitled to deficit financing like the others. On a \$2,000,000 budget, giving 36 weeks of entertainment at popular prices, the Center should be allowed to drop \$100,000,000 kinds of the center should be allowed to drop \$100,000,000 kinds of the center should be allowed to drop \$100,000,000 kinds of the center should be allowed to drop \$100,000 kinds of the center should be allowed to drop \$100,000 kinds of the center should be allowed to drop \$100,000 kinds of the center should be allowed to drop \$100,000 kinds of the center should be allowed to drop \$100,000 kinds of the center of the cente at popular prices, the Center should be allowed to drop \$100, 000, says Kirstein. It costs the Cen-ter \$6,500 a night to put on an opera; \$4,800 for ballet; \$3,000 for

TIMES SQUARE LEGITER DUE UNDER NEW CODE

Construction of a new legit house taking advantage of the re-vised local building code, is planned

house taking advantage of the revised-local building code, is planned for the northeast corner of Sixth Avenue and 46th St., N.Y. Present idea is to have a stage large enough for the presentation of musical shows, with provision for television production and the latest developments in 3-D and widescreen films. Sigtried Malm & Associates has engaged the architectural-engineering firm of John & Drew Eberson to draw up plans for the project. Intention is to have the theatre as part of an office building and garage up to the zoning limit of 14 stories as provided in the recently enacted municipal building law. No specific date is announced for the start of construction, or for demolition of the buildings now occupying the site.

Berkshire Fest Sales Up; 2 Operas Commissioned

2 Operas Commissioned

Lenox, Mass., June 30.

The Berkshire Music Center, at Tanglewood here, has commissioned two young American composers to write operas for it. Opera director Boris Goldovsky announced that Leonard Rosenman, of N. Y., and Louis Mennini, of Rochester, have each received \$750 commissions, and will be guests of the Center, this summer while working on their operas. Center starts its 11th annual six-week session next Sunday (5).

Meantime, Boston Symphony Orchestra manager George E. Judd announced that the sale of tix for the 1953 Berkshire Festival has passed 1952's mark, with \$59-000 of subscription sales already in. These are for the three series of BSO concerts July 31-Aug. 1-2; Aug. 7-8-9, and Aug. 14-15-16.

Current Road Shows

(June 29 July 11)

Carnival in Flanders (Dolores Gray, John Raitt) (tryout)—For-rest, Philly (29-1). Reviewed in VARTETY June 10, '53). Good Nite, Ladies—Aud., Den-ver (29-1); Capitol, Salt Lake City (3-14)

(3-11).

Guys and Dolls (B way Co.) — National, Wash. (29-11). Guys and Dolls (Touring Co.)— Fox-Arlington, Santa Barbara (29-1); Biltmore, L. A. (2-11).

laid in the Ozarks—Selwyn, Chi

New Faces—Great Northern, Chi

Pal Joey (Harold Lang) - Shubert, Chi (29-1).

South Pacific (Janet Blair, Webb Tilton)—Shubert, Detroit (29-11).



CAB CALLOWAY

Sportin' Life
"Porgy and Bess"
16th Week ZIEGFELD, NEW YORK

"Cab Calloway's Sportin' Life is a marvelous crea-tion heroically wicked, magnetic ..." Brooks Atkinson, N. Y. Times

Mgt.: BILL MITTLER, 1619 Broadway, New York

Gee to Rep Col Artists

Columbia Artists Mgt. has ap-pointed Celebrity Concerts of Win-nipeg, headed by A. K. Gee, as its western Canada representatives. Columbia has had no Canadian rep

The Gee office offers concert courses throughout the Canadian midwest and far west, and has utilized many Columbia artists,

Barn Reviews

- Continued from page 50 =

ican citizens to British subjects and moved the first World War background to the present Communistic situation. Scenes are laid in London and Prague. Story unfoldstale of two English twin sisters. separated by the marriage of one at an early age to a German. Male offspring of each bear an almost twin-like resemblance. This similarity provides-foundation for the twin-like resemblance. This sim-ilarity provides-foundation for the

story.

Elsie Ferguson, returning to the stage for the second time in 23 years proves to be a fine trouper. With her throaty voice, she lends life and character to the dual rote. After a faltering start in the first scene, due to the superfluous dialog, she swings into a feeling portrait of the German-married twin sister in the second scene. Anthony Kemble Cooper keeps par with the star in the double role of the easygoing English pilot captain and the goose-stepping Nazi, turned Commie agent. William Miles has directed with a sure hand. Russ.

One Thing After Another

Westport, Conn., June 29:

Westport, Conn., June 29:

fraw Hat Theatre, Inc., production of rein two acts (19 scenes), with sketches
(1 yrice by Elizabeth Berryhill, music
Gordon, Connell Parkell, State of the Cordon
One Parkell Betty Hishd, John Tomaschke; additional music,
hyrn Balley, Maurice Engleman, Dited by Miss Berryhill. Musical direcn, Connell: musical numbers staged byunde Taylor Herst; decor, Tomaschke;
islamt. Raiph Headrick; costumes,
ol Brumm; plano accommanment,
stant, Paralz, John Price, At Westport,
Miss Prantz, John Price, At Westport,
with Louis Bennett, Flizabeth Berry,
with Louis Bennett, Flizabeth Berry,

29, '53. With Louis Bennett, Elizabeth Berry hill, Carol Brumm, Betty Cole, Jane Con-nell, Gordon Connell, Robert Cowell-Mary Madigan, William Rush, John Tomaschke, Peter Turgeon.

This summer's eastern jaunt of the original California Straw Hatters, the Univ. of California Alumni revue group which has become a Coast institution since it was organized in '46, should be a welcome event to the barn trade.

"One Thing After Another." practically the fifth anniversary show the troupe put on in San Francisco, has enough among its 28 items to entertain the stoleand-slack set on this seaboard. Strawhatters have no illusions about Broadway. They've come cross-country to open new markets for their material. Considering the modest unit, they should do well here and for the 10 subsequent weeks booked.

California collaborators—there

weeks booked.
California collaborators—there are 10 onstage and four others in the company—display a diverting assortment of talents in a friendly sort of satirical revue. Elizabeth Berryhill, who authored most of the sketches and lyrics and Gordon Connell, composer, impress additionally as key performers.
Visitors' Hollwood proximite.

additionally as key performers.
Visitors' Hollywood proximity apparently two swipes at films. Better of these is "Desert Passion." a smart takeoff of early talking pictures with their sound-track woes. In the second act there a poke at loud screen music that doesn't wear well. First sketch is the stronger, with such recommendables as "Music From the Dead Masters." a funny mixed choral society routine and "The Back Page," a Fourth Estate bit

Back Page," a Fourth Estate bit
Best of the closing half are,
"We're Coming Out." a debutante
number, and "Jam Session" a
clever. Elizabethan horn quartet
episode. In addition to the reprised title tune, the most potential of the songs is the romantic
"Never Was Such a Day." composed by Maurice Engleman.

De this time of Course Miss

posed by Maurice Engleman.

By this time, of course, Miss Berryhill knows her associates cold and virtually all have their high times. Jame Connell is a particularly effective comedic mime. Carol Brumm as a class satirist and Betty Cole as a dancer. Miss Brumm also takes care of the costumery. Another doubler is John Tomachke, a straight in a number of skits and also responsible for the effective picture-frame decor Roslyn Frantz and John Price are busy and competent twoplano and competent two plane

Off-B'way Show

School For Scandal

Terese Hayden (in association with ska March) presentation of comedy in recently by Richard Brinsley Sheridan. recently by Richard Brinsley Sheridan with the standard by Miss Hayden. Setting by Wilm and Jean Eckart. At Theate Des. N. Y., June 23, '53; \$3 top. 3; \$3 top.
Sora Seegar
Sidney Armus
David Stewart
Eva Stern
Joanna, RoosLeo Lucker
Leon Janney
John Heldabrand
Richard Poston
Melissa Weston
Patricla Nede
William Myers,
Livian Matalon
Leo Penn
Orson Bean ly Sucike eph Surface ria s. ('andour njamin Backbite ter Teazle Teazle's Servant Teazle Surface Careless
Sir Harry Bumper
Joseph's Servant

Terese Hayden has come up with a did in her production of "School For Scandal," third in the fourweck series of plays being put on by the producer-director at the Theatre De Lys, in Greenwich Village. Stage limitations, inadequate characterizations and the wordiness of the play are the prime detrimental factors. Also, the comedy of this classic Restoration piece has become somewhat antiquated, lacking in bounce.

Richard Brinsley Sheridan's dialog is, at times, hard to follow, partially because of the play-wright's tendency to be verbose and partially because of inability of some of the cast to properly accentuate their lines. However, some of the yock value in this gibe at gossip mongers does manage to register.

Howard Caine, Joanna Roos, Sara Seecar and Leo Lucker give

some of the yock value in this gibe at gossip mongers does manage to register.

Howard Caine, Joanna Roos, Sara Seegar and Leo Lucker give polished performances. Latter three are cast as instigators of scandal, while the first portrays the wealthy Sir Oliver Surface. Patricia Neal makes a nice appearance but is a little too flamboyant as Lady Teazle. John Heldabrand, as her husband, doesn't look the part, but gives understanding to the role.

Leon Janney, as another name-thrower, scores with some good laugh sequences, stemming largely from his extremely effeminate makeup and portrayal. David Stewart is sufficiently convincing as Caine's conniving nephew, while Leo Penn doesn't completely fill the bill as his squandering brother. Nitery comedian Orson Bean doesn't add much to the proceedings as Careless. Other cast members are generally satisfactory.

Miss Hayden fails to click with any noticeable directorial touches, while William and Jean Eckart apparently find it impossible to jump the small stage hurdle in designing the sets for the comedy. Stagehands were in full view of the audience during certain scene shifts opening night.

Legit Followup

The Crucible (MARTIN BECK, N. Y.)

(MARTIN BECK, N. Y.)

A new, taut production of "The Crucible" has resulted from Artur Miller's re-staging of this topical play about the witchcraft triats in Salem. In this version, Boris Aronson's sets are replaced by drapes and a light-flooded cyclorama. E. G. Marshall plays the leading role of Proctor, vacated by Arthur Kennedy; Del Hughes replaces Marshall as the Rev. John Hale, and a new scene is inserted at the beginning of the second act.

at the beginning of the second act.
With these changes, the play seems better, stronger and more poetic than in the former staging by Jed Harris. Faced with a much larger playing, area in which to move his characters, Miller has not yet mastered some of the technicalities of directing, for at times his grouping is awkward and his moves unmotivated. But more than compensating, for that is the actors' reading of the lines, which impress as more pungently delivered and with the Biblical quality underlined. Lines and action stand out more starkly against the plain out more starkly

more fluid and faster-moving.

Marshall is standout as the stalwart, honest hero, and by bringing more strength to the role than did Kennedy, convinces that this is the pivotal role, not the part of Hale, as some viewers interpreted it previously. Possibly Miller intended to remedy this by casting Hughes in the role of Hale, for Hughes gives a more negative portrayal as Rev. Hale, whose character paradoxically grows as his self-confidence diminishes.

Donald Marke gives an able.

pit team.

Straw Hat Theatre, Inc., is a coop, all in the company being share-before coming east.

Elem.

Donald Marye gives an able, convincing portrayal of the obsequious Rev. Parris: Ralph Bell interprets Judge Hawthorne, and

Chris Gampel plays John Willard,

Chris Gampel plays John Willard, in other cast changes.

Scene at the beginning of Act II, in the woods, deleted in the original production, involves Proctor and Abigail, the witch-accusing wench who loves him. She', still most effectively played by Madeleine Sherwood. A brief scene, it rounds out the girl's character, and lends motivation for labelling, as witches those "hypocrites" in the town who have criticized her loose behavior. Grif.

'Flanders'

Continued from page 49

faced with insistence by "Carnival" raced with insistence of "Carnival" management that the contract with that show be fulfilled, the "Hazel" deal was dropped, possibly at the orders of the CLO boards. Management of "Hazel," denying that any discussions of a deal with Leader taken blood that have the statement of ter had ever taken place, then went ahead with the scheduled shutter-ing next Saturday at the Hellinger.

ing next Saturday at the Hellinger.
With "Carnival" undergoing extensive revisions and rehearsalMonday (29) and yesterday in
N. Y. uncertainty about its future
was heightened by fact that it was
known to be in financial trouble.
Because of the big tryout loss in
Philly, the show has gone far overthe budget, and additional coin
was needed to pay the transportation to the Coast.

Cost 2006

Cost 300G

Cost 300G

Backers were approached about putting up more money; lyricist Burke and composer Van Heusen supplied some personal funds, and more was borrowed. As a result, the project, originally capitalized at \$250,000 and thus far costing about \$300,000, was enabled to be shipped to the Coast. It leaves tomorrow (Thurs.) and is due Sunday (5) in L. A.

Despite frenzied financial status of the venture, dating almost

Despite frenzied mancial status of the venture, dating almost from the start, its accounting setup is one of the most meticulous in Broadway. production annals. Firm doing the accounting on the operation, although new to legit, has been issuing weekly statements to the backers since the show he have in repeared 124gg.

operation, although new to legit, has been issuing weekly statements to the backers since the show has been in rehearsal. Latest one, covering the week ended June 20, is due late this week.

Coast deal for "Carnival" reportedly involves a guarantee of \$50,000 operating profit for the eight-week run, with the show paying its approximately \$28,000 round-trip railroading bill out of that amount. List of backers of the production has not yet been released, but reports that Lee Shubert, currently in Paris, had put up some of the additional money for the Coast trip are denied by the management.

Herbert Fields, with an unofficial assist from his sister Dorothy, is making major book changes in the show, George Oppenheimer having withdrawn as book author. Jack Cole has also exited as choreographer, with Helen Tamiris taking over. Contrary to rumor. Dolores Gray is continuing as femme lead, costarring with John Raitt. However, Roy Roberts has succeeded. Walter Abel in the other leading male role.

Present intention is to being "Carnival" back east for a final tuneup week or two out of town prior to the premiere the week of Sept. 28 at the Century, N. Y.

Volpone,' Antheil Opera. Set for New York Preem

George Antheil's new comic opera, "Volpone," will be given its New York premiere by Punch Opera at the Cherry Lane Theatre in Greenwich Village next Tuesday (7). Plan is to run it all sunteres.

mer.
Gordon Myers, bass-baritone will
play the title role. Others are Williard Pierce, John Miller, Richard
Roussin, Robert Falk, Anielje
Mather, Martha Moore, Teresa Victoria, William Ross and Ted Hart.

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Authorized Bigelow Karpet-Kare

New Annenberg Pic Mag New Annenberg has a war walter Annenberg, head of Tringle Publications, Inc., publisher f Seventeen, TV Guide, Philadelha Inquirer, N.Y. Morning Teleraph and Official Detective, will ome out with a new biweekly picture magazine in the fall. Mag will to replace Annenberg's Click, over y to replace Annenberg's Click, hich had a circulation of over 000,000 during the last war, be-re Annenberg killed it in order se its paper supply to set up

eventeen.

Editor of the new mag will be Z. Dimitman, now in N.Y. lining staff. Announcement will be ade later, indicating name and olicy of the mag, which will be oblished from N.Y. rather than from Philly.

Lucky Bing

Bing Crosby's autobiog, "Call
Me Lucky," as told to Pete Martin
published Monday (29) by Simon
& Schuster, has already sold 156,
600 paperbound copies at \$1 and
over 16,000 clothbounds at \$3.50.
The cheaper edition has already
exceeded the first two printings
totaling 125,000. First printing of
the cloth copies was 25,000.
The autobiog was originally serialized in the

The autobiog was originally serialized in the Saturday Evening

Ben Gross' Autobiog
N.Y. Daily News' radio-TV edifor Ben Gross is writing his autohography for Random House publication. It takes in his early newspaperman days in his native Birmingham before coming to N.Y.
Gross is the acknowledged dean
of radio-TV eds, as long in that post
as the span of broadcasting, or
some 30 years.

Ireland Bans Again
Erskine Caldwell's "Southways" is among 51 books just banned in another sweep by Ireland's Censorship of Publications Board.
Others include "Sexual Behaviour and the Kinsey Report," by Morris L. Ernst and David Loth; "The Philanderer," by Stanley Kaufmann, and "People and Americans," by Stanley Wade Baron.

Call Me Authoress
Polly Adler, who makes a big point in her current bestseller, "A House Is Not a Home" (Rinehart; \$4) that she likes the billing "call me miss," is a literati freak. She's getting on-the-level literary interviews, has made personals for autographs in N. Y. and L. A. bookshops, has had a swank cocktailery thrown for her at "21" (which, for a time, didn't know how to cope with this kind of cultural shindig), and finds the N. Y. Times listing her as No. 9 non-fiction bestseller and accepting paid ads. The Times at first balked. In fact Rinehart's two-column, 10-inches deep ad in that paper on Monday (29) quotes the N. Y. Times Review's only adverse critique in the ad, "Had better have been left unrecorded."

The national press has treated Miss Adler's concessional as curiosa Americana. Rinehart says it has 45,000 copies (four editions) in print, and that it is selling at the rate of 5,000 copies a week. It doubts Miss Adler will be invited on any radio or TV appearances on panel or book forum shows, but it has been discussed on this type show.

'Queen' As Author

Mutual, "Queen For a Day" gets a return bow from one of its former Queen winners in "The Evolution of The Theatre," being written as a scholastic thesis to be published as a book in the fall. The author is Mrs. Jeanette. Saquet, of Boston, who was crowned Queen last July 14 and who last week received a master of education degree in literalure at Boston State Teachers (College, plus a scholarship to the Sorbonne.

Present status of Mrs. Saguet

Sorbonne.

Present status of Mrs. Saquet came to light as part of a policy recently inaugurated by producer Jim Morgan and emcee Jack Bailey of tollowing through on past winning Queens to see how the event influenced their subsequent lives.

Thinly-Disguised Huston
Thind director John Huston is being thoroughly dissected by clinically minded writers these days. A year ago, in a series of New Yorker magazine profiles later compiled into a book, Lillian Ross offered limit up as a brilliant charmer trying to infuse vitality into the artists and b.o. film flop, "Red B. ite of Courage." Now, in Vialle Hunter, Black Heart' librableday, \$3.95, New Yorker Victor Peter Viertel offers a simply-disguised fictional character stay which depicts Huston's the complex of the com

vivors," obviously knows his way around show biz. Since he also worked with Huston in doctoring the final version of "The African Queen," he should know his way around Huston. In fact, he introduces himself unabashedly in the story as the screenwriter. Peter Verrill, working in Africa with the director, John Wilson, on the fictional film, "The Trader." It's a highly-absorbing, crisply-written tional film, "The Trader." It's a highly-absorbing crisply-written book, showing the director as a three-dimensional personality, erratic, gifted, a lady-killer, egotistically spoiling those on whom he bestows his ephemeral favors.

Half the fun of reading the novel is in attempting to recognize the subsidiary film characters who flit through the scenes of big-game hunting. If a Hollywood producer should now consider doing a film

nunting it a Hollywood producer should now consider doing a film version of the novel, his sole problem would be that of convincing Huston to play himself in the starring role of Huston.

Rask.

Big Juve Market

Big Juve Market

Having sold 2,000,000 books in its. Landmark series, Random House is gearing itself for expansion in the new juvenile field which heretofore has been not as active in this publishing house's operations. But some 5,000,000 new population in the last 6-10 years, post-World War II, has created considerable volume of new readers in the \$1.50 price category. The Landmark books concern themselves with fictional and or straight romantic biographical treatments of historic events—Sam Houston, Valley Forge, John Paul Jones, the first Overland Mail, George Washington Carver, Thomas Jefferson, Alexander the Great, Marco Polo, Joan of Arc, Sun Yat-sen, Napoleon, Mary Queen of Scots, Royal Canadian Mounted Police, King Arthur and his Knights: also series on airports of the world, famous bridges, harbors and the like; and still another series of "allabout" books (allabout dinosaurs, radio & television the sea, the weather, volcanos and earthquakes).

All have top name authors and the readymade specialized market assures a 40,000 to 75,000 sale in

the readymade specialized market assures a 40,000 to 75,000 sale in most instances. Writers turning the readymade specialized massures a 40,000 to 75,000 sale in most instances. Writers turning out these books include people like C. S. Forester, Vincent Sheean, Ted Lawson & Bob Considine, Samuel Hopkins Adams, John Gunther, Pearl S. Buck, Quentin Reynolds, Emily Hahn, Richard L. Neuberger, et al.

Park East To Resume

Park East mag, which suspended publication with the May issue, will return in October, according to return in October, according to Ernest Lilienthal, magazine's treasurer. Plan for financial reorganiza tion and subsequent resumption of publication is virtually completed, Lilienthal said. Unexpired subscriptions will be

extended to cover the four issues not published.

Kronenberger's Year Books
Time drama critic Louis Kronenberger, who's been handed the job of editing Dodd Mead's. "Best Plays" since N. Y. Daily News critic John Chapman switched to Random House to turn out his own series of theatre annuals, wants to restore the title "Burns Mantle's Best Plays" to the Dodd Mead's yearbook.

Accession of Kronenberger to the "Best Plays" editorship marks the first time it's out of a Daily News critic's hands, since Mantle started the series 35 years ago.

More 3-D Mags

Two more mag publishers are switching to 3-D, on the heels of Irwin Stein's just published 3-D Movie Magazine. Archer St. John head of St. John Publishing Co., N. Y., reported that the line drawings of "Mighty Mouse" comic book that's set to hit the stands next will be printed in 3-D. Magaings of "Mighty Mouse" comic book that's set to hit the stands next Friday (3) will be printed in 3-D. In Chicago, Institutions Magazine, a national business journal, announced that 3-D photography would be used in its August issue for both editorial copy and ads.

Both new mags will supply readers with polaroid specs.

Rinehart Show Biz Tomes

Rinehart Show Biz Tomes.

List of show biz tomes set for future publication by Rinehart & Co. include "Julia Marlowe's Story," by her late husband, E. H. Sothern: "Monster Midway," by William Lindsay Gresham, author of "Nightmare Alley", "Music for the Piano," by James Friskin and Irwin Freundlich, and "Applied High Fidelity Techniques," by John H. Newitt.

"Julia Marlowe's Story" is her autobiography, in a manner of

autobiography, in a manner of lives on speaking since she told it to her expected

Midway," with an introduction by Gypsy Rose Lee, is not a novel. Gypsy Rose Lee, is not a but a group of chapters on various aspects of carnival life, including one on the late Harry Houding.

aspects of carnival life, including one on the late Harry Houdini. It's set for October publication. The set for October publication with the out till January. Music for the Piano, edited ding shot, the for October publication, Authors, piano faculty members of the Juilliard School of Music; deal history of piano music and the Julillard School of Music, de-tail history of plano music and comment on works. "Applied High Fidelity Techniques." to appear in September, is a study of hi-fi prin-ciples and systems for the home.

CHATTER

Dan Jenkins signed as Coast cor-respondent for TV Guide.

Victor Lasky resigned as editor of Spadea Syndicate, Inc.

Pete Martin in Hollywood to write a series on Bob Hope for Sateve-

Gordon Irving, Variety's Scot-tish mugg, planed to isle of Islay to cover location filming on "High-land Fling" (Paul Douglas).

land Fling" (Paul Douglas).

Eric Morgan, scribe with Scottish Daily Record in Glasgow, and son of Scot comedian Tommy Morgan, emigrating to U.S. in August. J. Richard Jackman has been reelected president of the Rumford Press in Concord, N. H. which prints a number of nationally-known magazines.

Diel Person setting blend a record.

Dial Press setting big ad-promo-tion campaign on Frederic ("Huck-sters") Wakeman's next novel. "Mandrake Root," which it will bring out Sept. 21.

Shirley Herz, former personal press rep for Rosalind Russell, and Liz Smith, onetime associate editor for Dell Publications, have formed a public relations office in N. Y.

N. Y. Gaby (Mrs. David) Smart, widow of the founder-publisher of Esquire, Coronet, Apparel Arts, etc., doing a regular picture layout in Esquire, and now making her home in N. Y.

Option on Paul II. Bonner's novel. "Hotel Talleyrand," has been taken by 20th-Pox. Book is on the bestseller list. Deal calls for a \$5,000 downpayment against an additional \$20,000 if the option is picked up.

picked up.

Barnett Fowler, staff writer for the Albany (N.Y.) Times-Union and editor of a Hobby Page in the Sunday edition, is now conducting a 15-minute "Hobby" program, with guests, over WROW, Albany, Saturday night.

Exercise threat edition Disk. Losoph

Saturday night.
Esquire travel editor Dick Joseph returns from a Mexico City chore this weekend in time for his stint at Walter Jacobs' Lake Tarleton C'ub, Pike, N. H., as one of the "Lively Arts" lecturers, and thence to Madrid.

thence to Madrid.

Max Reischmann, former director of German musical films for Richard Tauber Productions, now a Madison Ave. still photographer has pacted to do a privately-published picture book of over 50 declard families this lished picture book of over 50 leading Long Island families this

leading Long Island families this summer.

Simon & Schuster will publish next spring "Thin Air," whodunit novel with ad agency locale, written by Howard Browne, editor of fection group for Zift-Davis, who usually writes under nom de plume of John Evans, Cosmopolitan mag will run it as 30,000 novelette in its October issue.

J. Lacey Reynolds, of the Washington bureau of the Toledo Blade, has resigned to become D.C. rep for the Edward Lamb Enterprises, Inc., Toledo, which operates WTOD, Toledo, the Eric (Pa.) Dispatch, and radio and television stations in Erie, Orlando, Fla., and Canton-Massillon, O.

Canton-Massillon, O.

Harry S. Southam retired June
15 after 56 years with the 110year-old Ottawa Cilizen, the last
33 of them as publisher. He's one
of the two angels of the Canadian
Repertory Theatre, Ottawa stock
company. His younger son, R. W.
"Bob" Southam, formerly m.e. and
asst. publisher, is now publisher
of the Cilizen.
Cleveland branch of the West

asst. publisher, is now publisher of the Citizen.
Cleveland branch of the Western Newspaper Union has been sold to a group headed by Arthur W. Hogling, manager for the branch for 20 years, Joseph W. Bartunek and James M. Carney, all of Cleveland. The new firm will be known as the Western Newspaper Printing and Matrix Co., and vill-continue to publish, stereotype and offer service to newspapers.
Overseas Press Club Launching a membership drive concurrent with its acquisition of a five-story clubhouse on East 39th St., in N.Y. Clubhouse, dedicated to forelign correspondents who lost their lives on overseas news fronts, is expected to open in the fall, and will feature club rooms, restau-

thermois talent, but also tries to speaking, since she told it to her, expected to open in the fall, and the tray the man's subtle complex-bushand, E. H. Sothern, before his will feature club rooms, restaudeath in 1933. At her request, publication was withheld until after rooms. Club will also set up an action aborated with Irwin Shaw on her own death in 1950. Fairfax tivities schedule to include lunchthe Broadway drama, "The Sur-J Downey edited the work. "Monster eons, dinners, trips and forums."

Berlin Pic Festival

guaphone record.

Both the Japanese and Egyptian film industries have sent strong delegations, but their first presendelegations, but their first presentations have not had matching qualities. It's no picnic, of course, to follow an Egyptian or Jap pic with "German subtitles, but this would have mattered little if the product had been more attractive." "Raya and Skina," which was lensed in Cairo, reflected the chiefethingent, naivele of films. lensed in Cairo, reflected the en-tertainment naivete of films emanating from the Middle East, and the Jap offering, "Three Chim-neys," lacked the intensity and penetration of carlier pix from Tokyo, notably "Rashomon."

Warm Links

The second and final British offering, "Captain's Paradise." proved one of the Festival highlights, and the provocative comedy. situations evoked hefty yocks from a responsive audience. Anthony Kimmins, producer - director of the pic, and Cella Johnson, one the pic; and Cella Johnson, one of its stars, made personals after presentation; both spoke in German and immediately established a warm link with the audi-

lished a warm link with the audicace.

Both I(aly and France were competing with some of their key product. Already screened from the Rome studios are "Alfrittempi" and "Processo alla Cita," the first a diverting series of vignets adroitly linked, and the other a grim drama of the Neapolitan underworld. The French industry has so far shown "Man des Sources" and "Les Vacances de M. Hulot," both of which were screened at the Cames fest a couple of months back. The soil-tary Spanish entry, "Los Olos dejan Ihuellas" ("Betraying Exes") was mildly received, and did not equal the quality of the other Continental pix.

The first German festival screening last Tuesday (23) of "Ein Herz. Spielt Falsch" ("One Heart Is Untrue") Is indicative of the trends here in motion pictures. Regarded as one of the best of the local-made pix, it is a cheap novelettish yim which would be greeted with some derision both in America and Britain, yet here it is firmly set as a hefty grosser. A far stronger entry, with less attractive boxoffice correlastra, for next Saturday night.

some derision both in America and Her Britain, yet here it is firmly set as he a hefty grosser. A far stronger sea entry, with less attractive boxoffice ore prospects, was the Brazilian opus, (4), 20 Cangaceiro" ("The Lawless"). Its grim, cruel outlook proved too much for many Germans in the au-dience, and quite a few left the theatre during the screening.

theatre during the screening.

A commendable effort from the Gold Coast was "The Boy Kumasenu," which was made by Ba il Wright with an almost all British crew, while Italy's "Magia Verde," a full-length travelog on South America, was notable only for itscolor. A trifle from France was "Les Amants de Minuit" ("Love at Midnight"), but that program was hightighted by the inclusion of Walt Disney's "Water Birds," easily the most distinctive short to have been screened here.

DOS Winner

DOS Winner

The three remaining Hollywood entires were screened towards the send of the Festival, together with some of the cream of the continental studies. Despite apprearies heat conditions, attendances have been fully maintained and audit heat conditions, attendances have them to the minimum and auditence enthusiasm has been evident at almost every screening. Unlike the Legion of Decency, Other mans are exceptionally demonstrative and spontaneous applianse has valis, "The Great Caruso" been noted at every presentation:

First of the final Hollywood screenings was Republic's "The weekly, frontpaged DeMille's research and the second s

based. "The Member of the Wed-Sun Shines Bright," which was ding" (Col), with an afternoon given a late afternoon slot Thursslot, was a less spectacular entry, day (25), "Man on a Tight Rope" but "The Moon is Blue" (45A), (20th was screened the following presented in its Communication of the initial and "Shane" (Park, was feaslot, was a less spectaciting entry, day (25). Main on a light hope but "The Moon is Blue" of A), presented in its German version at a packed 20,000-seater arena was ahead of its competitors inasmuch as it was not handicapped by the language barrier. Even with subtitles, however, Berliners have shown themselves to be responsive, when he was interviewed on TV with Erle Johnston and William alert audiences, missing few of the numeres of the dialog.

Of the other offerings so fair, Britain made a good start with the first of its two pix, "Pickwick Papers," with James Hayter, its slar, exploiting an unusual fummick for his personal. Speaking in German, he apologized for his limited knowledge of the language and went on to repeat parrol-like a lesson he had learned on a finguaphone record.

tions and announcement of results.

Apart from the regular festival awards, the occasion was used to announce the winner of the first of this year's Silver Laurels, presented annually by David O. Selznick. Competing countries were Germany, Switzerland and Austria for the best. German language film. Local crix, gave the nod-to. "Thu, Villago." am Anglo-Swiss production made by Pracsens Film in association with Rossiyn. Productions, known here as "Sie Fanden Eine Helmat." Ple stars British thesper John Justin, and was produced by Lazar Wechsler, with Kemeth Maldment as director, Presontation was made by Maj. duced by Lazar Weinster, with Kenneth Maidment as director, Presentation was made by Maj. Gen. C. F. C. Coleman, the British military commander of Berlin.

Next Silver Laurel award will Next Silver Laurel award will be best Italian pic. The Swiss film now qualifies to compete against the winning British, French, Italian and Scandinaylan films for the Gold Laurel grand prize to be awarded at Edinburgh Aug. 20.

Dog Days

= Continued from page 1 =

continued from page 1

ions are available for any weekend in July. Around the corner on
45th St., at the Music Box ("Picnic") and its neighbors, the nextdoor Morosco ("My Three Angels")
and across-the-street Plymouth
("Dial M For Murder"), deserted
lobbies did little to dampen the
congeniality of the gentlemen handling the tickets, which were available in good locations on short
notice.

orchestra, for next Saturday night

DeMille Denies

Continued from page 1 =

much as suggested the inclusion of man Catholic propaganda in any my pictures." If such a suggesof my pictures." If such a sugges-tion were made, DcMille, said, "It would have been firmly rejected."

Regarding the questioned scene in Regarding the questioned scene in the Paramount feature, he wrote. We photographed the departure of the .circus train from Sarasola exactly as it takes place every year. If a Protestant or Jewish From or a Masonic Lodge conducted they departure service, we would have photographed that just as faultifully and just as gladly. Our only interest was in accuracy. This is the simple truth of the matter. Any datement to the contrar, is untrue and) unfair." (and) unfair."

The NGWC story pointed out that "Show," to which the New Age edi-torial writer took exception, was ela, affed objectionable, in part, by the Legion of Decency, Other films

The Evangelist, Albany diocesan weekly, frontpaged DeMille's reply.

Broadway

Phil Reisman Cape Coding with the Joe Kennedys.

Jack Durant recuperating from ulcer operation at St. Clare's Hos-pital, N. Y.

Adman Monroe Greenthals (Ruth Davey) had their third baby July 26, all sons.

Adman Monroe Greening Chapter Davey) had their third baby July 26, all sons.
Frank Fontaine sold his Cheviot Hills, Hollywood, home and shifted his wife and eight children to Med-

his wife and eight children to Medford, Mass.

Alex Evelove, longtime pub head of Warner Bros. studios, into the indie public relations business on his own in Beverly Hills.

J. Robert Rubin, Metro general counsel, returned on the Queen Elizabeth yesterday (Tues.) following a six-weck European vacation.

Metro musical director Johnny Green back to the Coast after a vacation in the east, during which he conducted two concerts in Boston.

Wall and Roy Disney arrived in New York over the weekend, Wall enroute to Europe and Roy for confabs with sales manager Leo Samuels.

Samuels.

Marilyn Erskine back to the Coast after five weeks in Gotham on preliminary bally for Warner Bros. "The Eddie Cantor Story," in which she portrays Ida Cantor.

Producer Shepard Traube flying today (Wed.) to Paris for confaswith Renee Jeanmaire, lead in his forthcoming musical. "Girl In the Plnk Tights." He'll be gone two weeks.

weeks.

British film producer Herbert Wilcox back to England by air this week following homeoffice huddles with Republic prexy Herb Yates with whom he has several co-production date.

week following homeoffice huddles with Republic prexy Herb Yates with whom he has several co-production deals.

Maria Tallchief, Iead ballerina of N.Y. City Ballet Co., who's half-Indian (Osage), was honored Monday (29) In Fairfax, Okla., by the Osage tribe. Town declared it Maria Tallchief Day.

Ad agency exec Charles Schlaifer, co-chairman of the National Mental Health Committee, appeared over CBS Saturday (27) on "Adventures in Science," to discuss the status of the mental illness problem in America.

Arthur II. Schwartz, member of Schwartz & Frohlich, to the Norse countries with his wite by air today (Wed.) via Scandinavian Air Lines, and home from via Holland, Switzerland and Paris Aug. 16 on the SS Nieuw Amsterdam.

Among a load of gifts received by Sou Chan for the reopening of his House of Chan last week was an outsized toy firewagon filled with flowers from longtime friends Carol Irwin and Frank Gabrielson, producer and scripter of the CBS-TV "Mama" series. The offering was a realistic reminder of the fire which leveled the spot five months ago, and, the boniface beamed at the gift's uniqueness.

Rome

By Helen McGill Tubbs

TV producer John Nasht to Vienna location for tele pic.
British actress, Simone Silva, here to work in Italo films.
Ben Hecht here working on "Ulysses," the Kirk Douglas star-

Lana Turner hostess at a large party for the American colony in Capri.

Van Wood orch into the Open Gate Club from Shaker Club in

Van Gate Club from Shaker Shaples.
Hugh Shannon in to play at Bricktop's night club for the gala

Bricktop's night club for the gala-closing week.

Hedy LaMarr planed in to star in "Helen of Troy" and also do a series of TV films.

Errol Flynn, Bruce Cabot and Antonella Lualdi to the Italian Alps for location work on "Wil-liam Tell."

Paris

Bing Crosby cancelling trip to Ireland to do series of benefits

here.

John Ringling North starting his
Continental trip with two weeks in
Paris.

Continental trip with two weeks in Paris.
Folies-Bergere rehearsing its road troupe which plays Germany in September.
Earle Blackwell, Celebrity Service prexy, to Rome to arrange for branch office there.
Sugar Ray Robinson has turned down the Alhambra offer for a personal appearance here.
Gloria De Haven, Jane Morgan and Vic Oliver inked for Sporting Club in Monte Carlo July 24.
Jean Richard to get "Seven Year Itch" lead in Paris production scheduled for Edouard VII next season.

"Kean," next fall. English adaptaRingling circus during visit.
Plerre Brasseur to star in revival of Alexandre Dumas meller,
tion of script, "Royal Box," was
played in U.S.
Latin song trio, Los Tras De
Santa Cruz, pacted for the N. Y.
Sherry-Netherland, opening. Sept.
24. Trio at Carrere's here in the
Bacraard Hilda unit. Sherry-Netherland, 24, Trio at Carrere Bernard Hilda unit.

Miami

By Lary Solloway
Kitty Keller into Saxony Hotel's
Pagoda Room June 26.
Florida Assn. of Broadcasters
convened at the Empress Hotel

June 26.
Sans Souci in Havana due to reopen soon, with Carlyle back in charge of productions.
Martha Raye reopened her Five O'Clock Club with Sammy Walsh in comedy slot and Charlie Barnet

orch.

Ben Marden planed in from Havana for confahs with Ben Novack with whom he will be associated in building the area's biggest hotel, the 500-room Fontainbleau.

SAG to Vote

Continued from page 2 =

Ingore, Jeff Corey, Howard Da Silva, Dave Ellis, Mary Viriginia Farmer, Will Geer, Jody Gilbert, Lloyd Gough, Alvin Hammer, Victor Killian, Edwin (Miller) Max, Karen Morley, Virginia Mullen, Ann, Revere, Shimen Ruskin, Gale Sondergaard, Lionel Stander, Stanley Waxman, Lynn Whitney, Clem Wilenchick (Crane Whitley) and David Wolfe."

David Wolfe.

Board said, it had considered expelling these members but to do so would subject the Guild to endless hearings and trials, both within the Guild and in the courts, which "might further the Communist party cause." The board added it understands that some members are now under subpoena and urges them to cooperate with Government authorities.

For future policy of the Guild, members were asked to ratify the bylaw change, which reads, "No person who is a member of the Communist Party or any other organization seeking to overthrow the Government of the United States by force and violence shall Board said it had considered ex

the Government of the United States by force and violence shall be eligible for membership in Screen Actors Guild. Application for Guild membership shall contain the following statement to be signed by applicant: 'I am not now and will not become a member of the Communist Party nor of any other organization that seeks to overthrow the Government of the United States by force and violence.'"

United States by force and vio-lence."
Wording of the proposed bylaw change marks what's believed the first time any organization has in-serted a clause requiring a promise that an applicant "will not become" a member of Communist Party. Special SAG Committee which studied the situation consisted of George Murphy, chairman; Ward Bond; Frank Faylen; Glenn Ford; Frank Lovejoy; Walter Pidgeon and Ronald Reagan. and Ronald Reagan.

No TV Woes?

Continued from page 7

tion being instituted by beefing ex hibs—suits now pending ask a com-bined treble damage of \$600,000,bined treble damage of \$600,000.

000—has become more and more of a burden. There's no immediate solution on how to control this, and at least a couple of film company officers claim they'll have to post distress signals shortly unless there's some form of relief.

Actual awarding of damages to the plaintiffs is not too common; it's the heavy money shelled out by the companies in defending themselves against complaints; and in settling out of court, that's nick-

themselves against complaints, and in settling out of court, that's nicking the filmeries for the tall moola.

(3). As for exhibitor side, things, almost are good. Dollar intake, it was said by responsible theatre opsits especially heavy for this time of the year, and under normal circumstances, would represent a fine profit. But all is not rosy because of costs.

Exhibs said that upped admis sion scales for the 3-D'ers and epic scheduled for Edouard VII next pix are responsible for the good gross showing. They complain, Jean Richard inked for starring role in Gallie version of "Seven Year Itch" at the Edouard VII Theatre next season.

Miles White arriving for two-month stay. Designer to do research for costuming next year's from the improved gross biz.

London

Shaw's "Arms and the Man" revived at the Arts Theatre Clublast Thursday (25) by director Alec Clunes, "who played the lead. Macqueen-Pope, publicitity manager of Drury Lane Theatre, celebrating his half centenary in show biz in July.

Carl Brisson, due at the Cafe de Paris for return date Sept. 21 for

biz in July.

Carl Brisson, due at the Cafe de Paris for return date Sept. 21 for six weeks, wants to postpone the engagement until early next year.

Constance Cummings is set for femme lead in a new Kenneth Horne comedy, "Trial and Error," which opens a pre-London tour at Eastbourne July 27.

Robert Sherwoods giving up their home in Surrey, where they have lived since 1932 because of heavy dual taxation. They return to the U.S. in August.

Pianist Lew Brown, with Martin-Lewis outfit, is a brother of Burton Brown, formerly vaudevillian of Derickson & Brown, and now booker at Lew & Leslie Grade of fice.

ton Brown, formerly vaudevillian of Derickson & Brown, and now booker at Lew & Leslie Grade office.

Jean Carson, leading femme in Emile Littler's musical, "Love From Judy," at the Saville, compelled to give up role for two weeks because of illness. Her part will be taken by her understudy, June Whitfield.

When "Dial M for Murder" folds at the Westminster, London Mask Theatre Co. is replacing it with "Carrington V. C." by Dorothy and Campbell Christie, authors of, "His Excellency" and "Grand National Night."

American National Night."

American National Ballet Thearte opens at Royal Opera House, Covent Garden, for its third season July 13. In its four weeks season, two ballets new to Britain will be presented, "Aleko" and "The Harvest According."

Special midnight matinee, being held at London Palladium July 2, to aid Central Maccabi Fund, will be headed by Dean Martin and Jerry Lewis, Jane Morgan, Mayo Rros, Page & Bray, Merry Mass, Alfred Marks, Baby Scruggs, Italo and Joe Church are set for seme show.

MCA booked Jane Morgan for string of dates on the Continent opening in Knocke, Belgium, July 4, Monte Carlo, Paris, Rome and Madrid are to follow. She returns to England to open for Stoil, Theadres July 20 at the Hippodrome, Manchester, with remainder of tour and Moss Empires to follow.

Reno

By Mark Curtis Frankie Laine into Riverside

June 25. Katherine Dunham Dancers in

Mapes Skyroom for two weeks.
Paul Whiteman follows Katherine Dunham into Mapes Skyroom

July 2.

New Golden books another package for July 1, called "Western Jamboree."

Jamboree."
Terry True handling both New Golden and Stateline (Lake Tahoe

den and Strug lines.

atsy O'Connor, Donald's sis
accordancing in Golden Girl

Golden and Stateline (Lake Tahoe) chorus lines.
Patsy O'Connor, Donald's sister, now dancing in Golden Girl line at New Golden.
Cal-Neva Lodge held off opening until June 26. Marilyn Maxwell and Kirby Stone Quintet go into spot.
Joby Lewis' gamble on week

into spot.

Joby Lewis' gamble on week early opening of Cal-Vada paid off in good weather and capacity crowds for Nat "King" Cole.

Lou Walters' Casino de Paris and Cal-Neva at Lake Tahoe in first week of productions, Casino with Parisenne revues and latter with Marilyn Maxwell "Belle of New Orleans" package.

Atlantic City

By Joe W. Walker Boardwalk Warner opens July 1

with big panoramic screen.
Tony Grant's "Stardust Revue,"
back on Steel Pier for fifth consecutive year.

Charlie Seel, publisher of

secutive year.
Charlie Seel, publisher of a weekly here, appearing in first resort TV news show over WFPG-TV Thursday nights.
Free band concerts, a seasonal feature here, off until August when Garden pier will be rebuilt far enough to provide seats for the audiences and a sheltered bandstand.

Philadelphia

By Jerry Gaghan Lerner, owner-manager of ity Room, in Las Vegas, Mac Celebrity

BBS Records (local label), in from Coast to make rounds of deejays.

Bert and Don Horowitz opened new Colonial Swing Room, in Col-onial Hotel, playing musical acts.

new Colonial Swing Room, in Colonial Hotel, playing musical acts.

Joe Frasetto, Latin Casino maestro, to head show band for Atlantic City's 500 Club summer season.

Dave Cohen, co-owner of Ciro's, in Jewish Hospital for foot operation to correct injury suffered while in Army.

Mary Burton making nitery comeback as Latin Casino chanteuse after nine years retirement into domesticity.

Harry Dobbs, personal manager, to take Joan Rogers on Mid-West tour when singer winds up current Club Shaguire date.

Illness forced singer Mary Burton to 'cancel Latin Casino performances and Jack Curtis, emcee, substituted for night.

Pianist Johnny Burke and Songstress Sunny Stevens teamed up as new cocktail lounge duo, at Club Charles, South Jersey.

June B.O.

Continued from page 4 =

fourth 3-D film, "Cinerama," (Indie), wound up fifth.

die), wound up fifth.

"Scared Stiff" (Par), new Martin & Lewis comedy, was sixth, obviously feeling the 3-D competition in a number of spots. "A Queen Is Crowned" (U) edged into seventh position by dint of high ratings on two different weeks and an unusually large gross for playdating so many smaller and arty houses.

"Which was South Street" (20th)

"Pickup on South Street!" (20th), displaying surprising stamina two out of four weeks, picked up eighth money. "Titanic," also from 20th-Fox, took ninth place: while "Sanout of four weeks, picked up eight money. "Titanic," also from 20th-Fox, took ninth place, while "San-garee" (Par) was 10th. "Titanic" was sixth in May. "Desert Song" (WB), remake that never got going strongly box-office-wise, and "Lill" (M-G) land-ed 11th and 12th positions, respec-

tively.

"Desert Rats" (20th) and "Man

"Desert Rats" (20th) and "Man on Tightrope" (20th) were the runnerup pix for June.

Several new pictures, just starting out as the month ended, look to be potentially solid grossers.
One of these, "Beast From 20,000 Fathoms" (WB), showed enough the first week out to finish third in Variety's weekly boxoffice survey the fourth week in June. The 3-D "Arena" (M-G also looms as a good newcomer, although only eighth in the final week last 3-D "Arena" (M-G also looms as a good newcomer, although only eighth in the final week last month. "Dangerous When Wet," another Metro pic, started out nicely with a big opening week at the N. Y. Music Hall.

"Volcano" (UA) preemed well the first week in Boston. "Moulin Rouge" (UA), top-ranker for several months, reflected the fact that it has played out its principal first-run dates in bigger cities, but still finished among the top 12 one week. "South Sea Woman" (WB) also looms promising, winding up seventh one session.

seventh one session.

Another newcomer, "Pony Express" (Par), perked up late in June to take ninth spot one week. "Column South" (U), also newwas a runner-up plc in weekly ratings. "Dream Wife" (M-G) was only fair on some of its initial dates. "City That Never Sleeps" (Rep), although a bit uneven, was sock on its Chicago engagement. "Francis Covers the Big Town" (U), which started out well in several smaller locations, promises to live up to the sturdy standard of this series. "Scandal At Scourie" (M-G) is disappointing on initial"

this series, "Scandal At Scourie (M-G) is disappointing on initial engagements.

U. S. Tokyo Distribs

Continued from page 2 :

similar to complaints against "Sands," namely, that it is indiscreet for a victor nation to glorify its victories in the land of the defeated. U. S. film distrib heads here who condemn the WB action point out that release of the film can only abet anti-Americanism.

Spokesmen for the Warner office emphasize that pic passed inspec-tion at time of import from the standpoint of public peace and morality. They add that nothing adverse occurred at a Nagoya pre-Celebrity Room, in Las Vegas, scouting talent.

The Wedge signed exclusive deal with Miller Agency, N.Y. for booking burley strippers.

Marty Bohn, former local nitery intention of restudying the matter of release and plan to put it on Patti Lallier, songstress out of circulation for a year, making comeback at Tahiti Show Bar.

Johnny Johnston, currently with battle of Okinawa.

Hollywood

Jane Greer on the mend after an appendectomy.
Herbert J. Yates returned from N. Y. sales huddles.
Groucho Marx up and around following hospital siege.
Rex Allen starting tour of rodeo circuit at Miles City, Mont.
Joanne Dru to Kanab, Utah, for Edward Small's "Camel Corps."
Harry Close appointed new chief of Universal Studio police department.

ment.

Jean Peters recorded a program for the Armed Forces Radio Serv-

rea mackwarray to Honolulu to join Stanley Kramer's "Caine Mutiny" troupe.
Dr. Herbert T. Kalmus named a director of the Stanford U Research Institute.
Don Roberson and Ann Graff seriously injured in accident on "Long Long Trailer" set at Metro. Carl Milliken addressed national convention of American Library Assn. on film research technique. Jimmy Durante and Ted Richmond cited by the U.S. Treasury Department for their Savings Bond salesmanship.
Constance Smith and Jeffrey Hunter returned from Singapore where they helped dedicate the new Odeon Theatre.

Las Vegas, Nev. By Bill Willard

By Bill Willard

Fifi D'Orsay topping Silver Slipper's "Folies de Paree."

Spike Jones preeming his "Insanities of '53" to capacity biz at the Flamingo.

Joe E. Lewis wraps up all El Rancho Vegas sessions with Gloria De Haven as solid support.

Gale Storm, Mata & Hari standing by as Thunderbird entry following current Diosa Costello-Slate Bros. "Caribbean Carnival"

Vaughn Monroe steps into the Sahara spotlight until July 13 with his new act sans band; Red Skeiton's nitery initialer follows July 27.

Noel Sherman's "Aqua Fair" in

27.
Noel Sherman's "Aqua Fair" in final week at the Desert Inn, with Betty Hutton ready to go into newly refurbished Painted Desert Room next Tuesday (7).

Chicago

Phil Harris and Alice Faye in town to discuss bookings. Sammy Berger in town seeking new talent for his Town Tayern,

new talent for his Town Tavern, Toronto.
Agent Paul Marr vacationing in St. Joe, Mich., following recuperative period in Grant Hospital.
Christine Jorgenson visiting hereafter meeting sex-specialist Dr. Alfred Kinsey at Indiana U.
Larry Myers, head of Mercury Artists Corp. N. Y., small unit department, setting dates in the midwest.

west,
Macdonald Carey planed in to
do personal, for "Hanna Lee."
opening at the RKO Grand today
(Wed.);

(Wed.);
Alex Gottlieb, film producer, planed in to finance "Marry Me Again," with Arnold Maremont and Vie Nemeroff, Chi industrialists.

Omaha

By Glenn Trump

By Glenn Trump
Dean Naven took over newscasting role for KOIL.
Acro dancer Fern Espy joined Harry Hugo Players.
Vibratones replacing Spike Harrison at Colony Club.
Christy's Wild Animal Circus at Grandview drive-in for three days as free added attraction to pic program.
Organist Cheryl Corby starting sixth month of record date at Blackstone Hotel's Cottonwood Room.

Blackstone Hotel's Cottonwood Room.
Dancers Don Farnsworth and Marlene Dell touring state for civic special program series. Ditto Pian-ist Emilio Osta and his dancing sister, Teresita.

Pittsburgh

By Hal V. Cohen By Hal V. Cohen

Al Martino booked into Twin
Coaches for three nights beginning
Aug. 13.

Bob Manning follows Cindy
Lord into Eddie Aschner's Club on
Monday (6).

Herb Shriner in town plugging
film. "Main Street to Broadway,"
due at Penn soon.

Monday 10.

Herb Shriner in town plugging film. "Main Street to Broadway," due at Penn soon.

Mary Morris acting and directing this, summer at Antioch Area Theatre in Yellow Springs, O. Pete Danas gifted their daughter with trip to Europe upon her graduation from Rosemont College, Variety Club dedicated new \$25.700 dormitory at its Camp Oleonell for underprivileged children. Bernard Hickey, managing Fulton during John Walsh's sick leave, moved his family here from Greenfield, Mass.

OBITUARIES

DANIEL BREESKIN

Deniel Breeskin, 68, organizer
of the Miami Symphony Orchestra
and former batonist in motion picture theatres in Washington, died
in Washington June 27 after collapsing while playing in a string
quariet. In 1951 he organized the
Miami Symphony, and was its director up to the time his death. He
was also concertmaster of the Fort
Lauderdale Symphony.

A native of Russia, Breeskin
eine to this country when he was

was also concertmaster of the Fort Lauderdale Symphony.

A native of Russia, Breeskin came to this country when he was 15 He is said to have been the first niusician to synchronize an orchestra with silent films. He conducted the first pit orch for silent pictures in Washington at the D.C. preem of Griffiths "Birth of a Nation". At various times, he led music crews in such capital theatres as the Earle, Rialto, Strand, Tivoli, Si voy and Metropolitan.

He is survived by a son, Barnee, orch leader at the Shoreham Hotel; a daughter, Mrs. Sid Weiss, whose husband has played bass viol in many leading dance bands; three other sons and a brother, Ellas, who conducts an orch in Mexico City.

CHRIS-PIN MARTIN
Chris-Pin Martin, 59, film actor
known primarily for his characferization of Pancho in the "Cisco
Kid" series, died June 27 of a
heart attack in Los Angeles. He
collapsed after addressing a meeting of the Montebello Moose

Born Ysabel Ponciana Chris-Pin Martin Piaz, he began his film career in 1911 with a troupe of Indians. After numerous years of working as an extra, Martin was elevated to feature billing. Pix he appeared in included "In Old Arizona" "The Gay Desperado." "Stagecoach," "Rimfire" and "Bantful Blonde from Bashful Blonde from Pashful appeared in included in Old Arizona," The Gay Desperado,"
"Stagecoach," "Rimfire" and
"Beautiful Blonde from Bashful
Bend." In the 'Cisco" series he
had played opposite Warner Baxter, Duncan Renaldo, Gilbert Roland and Cesar Romero. Martin,
had recently returned from a tour
of Furope and the Middle East
and had been discharged about a
month ago from a hospital after a
mild heart attack:

Wife, two sons and three daughters survive.

VICTOR MORLEY

Harry Williams Morley, 82, former actor and vaudevillian, died June 29 in New York. Born in Greenwich, England, Morley made his American bow with Grace George in 1902 in "Pretty Peggy." Other productions he appeared in included "The Prince of Pilsen," "The Earl and the Girl." "Three Twins." "Quaker Girl" and "Going Up." He spent three years in vaude and between 1923-35 was a free-lance director. He was known professionally as Victor Morley.

Morley was in "The Ziegfeld Follies of 1935," later appearing in "Three Waltzes," "The Student Prince" and "Blossom Time" He placed with musical stock companies in Louisville and Detroit and for 14 summers directed the all fresco summer theatre in Memphis. He retired in 1943.

Wife, a former actress known as Carola Parson, and a daughter survive.

HILLIARD SNYDER

ROY HILLIARD SNYDER
Roy Hilliard Snyder, 73, father of Harriet Hilliard (Mrs. Ozzie Nelson, died of a heart attack in Des Moines, June 24. An actor and Stage director for many years, at one time he was a director of the old Princess stock company in Des Moines. His daughter, the former Harriet Snyder (TV, radio, etc.), was-born in Des Moines since early was-born in Des Moines since early Jay as a representative of a Hollywood dramatic school. In addition to his daughter, he is survived by his wife, Hazel, a former musical comedy actress from bliom he was estranged. The body was flown to Los Angeles for burial

MARION SCOTT PEARCE MARION SCOTT PEARCE
Marion Scott Pearce, 78, pioneer
film exhibitor, died June 24 in Baltionee of a heart attack. Pearce,
in partnership with the late Phillip J. Scheck. started exhib operations as early as 1902. The pair
opened their first theatre in 1906
and by 1912 operated six in Baltinnore.

The firm of Pearce & Scheck de-trioped a chain of houses that Overed Virginia, West Virginia and Washington, D.C. They built the first Vaudfilmer in Baltumore, the Embassy, now defunct. Shortly before the first World War, they built the Hippodrome, operating it as a vaudefilm house until 1928, When it was acquired by the Rap-Faport chain.

GREGOR FITELBERG
Gregor Fitelberg, 74, Polish conductor and composer, died in Salinogrod, Poland, June 10, according to reports received in this country, last week. Fitelberg, who founded the Symphony Orchestra of the Polish Radio after returning to Poland in 1946, was conductor of a radio orch in Poland prior to fleeing that country in 1939 before the invading Nazis. He came to the U. S. in 1942 and conducted the orch of the Ballet Russe de Monte Carlo, Radio City Music Hall orch, N. Y., and the NBC Symphony. Fitelberg also had fronted the N. Y. Philharmonic Symphony in a festival of Polish music in 1944.

a festival of Polish music in 1944.

CAPT. BONNEY M. POWELL
Capt. Bonney M. Powell, 49, film
producer and publicist, died June
21 in Washington. He had been a
photographer and exec for film
companies, mainly in the news
field. During World War II, Powell
served in the Navy and recorded
on film scenes of naval warfare.
In 1944 his cameramen shot 120,000
feet of film during the invasion of
Peleliu and this, with other material, was utilized in the pic, "Fury
in the Pacific," and other documentaries shown to the public.
A son, a daughter and a sister
survive.

HARRY (POP) GEISE Harry (Pop) Geise, 53, song-writer, radio-nitery entertainer and scenarist, died of a heart attack June 23 in Hollywood. A pioneer scenarist, died of a heart attack June 23 in Hollywood. A pioneer radio announcer in Chicago and later with KFWB and KMTR in Hollywood, in recent years he had been writing music and yarns for Metro. He also had been appearing Metro. He also had been appearing in Coast niteries: Gelse penned the tune, "How Do You Do," which became his trademark, Surviving are his wife and a daughter, Mrs. Walter Morgan, known professionally as Sugar

daughter, known j Geise.

PHILIP BROZIER

Philip Brozier, 60, theatre owner in the Pittsburgh district since shortly after World War 1, died at his home in Avella, Pa., June 10 of a heart attack. He had operated the Brozier Theatre there until his retirement two years ago, and at one time was also a justice of the peace in the borough.

Survived by his wife, a daughter and four sons.

FRANCES MORRIN
Frances Morrin, 54, Hollywood editor for MacFadden Publications. editor for MacFadden Publications, died June 26 in Santa Monica. A former Los Angeles newspaper-woman, Miss Morrin had at one time been Coast editor for Ideal Publications. Surviving are her mother and a sister.

MORTIMER BROWNING

Mortimer Browning, 61, com-poser, planist and organist, died June 24 at his home in Milford, Del. Browning wrote "Concerto for Del. Browning wrote "Concerto for Theremin," the first major work written for that electrical musical instrument, and had made a numer of concert appearances. He had retired about a year ago.

BONNIE WEBER

Bonnie Weber 30, assistant vec-pee of Kling Studios, died June 22 in Chicago. She was formerly a publicist. TV actress and emcee. Survived by mother, sister and

Legrand J. Voudry, former thea-Legrand J. Voudry, former thea-arte and symphony musician, died of a heart-condition June 16 at his home in Albany, After retir-ing from the musical field, he be-came assistant manager of Warrom the musical field, he became assistant manager of Warners' Strand and the Ritz in Albany.

J. Frank Gallaher, 68. an officer and director of the Skyland Broadcasting Co., operators of WONE, Dayton, O., and chairman of the board of the Gallaher Drug Co., 50-store drug chain, died June 19 in Dayton.

Widow, 84. of J. A. Coburn, min-strel. man and founder and owner of Coburn's Minstrels, died June 22 in Daytona Beach; Fla. A daughter and two sisters survive.

Phillip Bermeo, 52, head of the typesetting department in Filmack's New York plant since its inception, died June 22 in New York.

William J. McClellan, Jr., 54, vet-eran-chief electrician for film stu-dios, died June 29 in Hollywood. Wife, a son and his father survive.

McGee), and wife of Charles Hugo, who toured numerous shows throughout the world during the past 30 years, died June 16 in Los

Prof. Charles Ehricke, 91, violinist, teacher and violin maker, died June 23 at his home in Albany. Wife and a son survive.

Nicola Bruno, 70 operator of cafes and concessions on the oceanfront amusement zone for more than 40 years, died June, 25 in Redondo Beach, Cal.

Reuben Nusbaum, 38, part-owner of a drive-in theatre near Mansfield, O., died June 23 in that city. Parents, four brothers and three sisters survive.

Mrs. G. W. Roberts, mother of Irwin Roberts, of Paramount's camera and special photographic department died June 25 in Holly-wood.

Mother of Russ Grant, of Loew's Theatres ad-publicity department, died June 28 of a heart attack in Hartford, Conn.

Frederick V. Ross, managing-director of theatres at Stock-port New Brighton and Liverpool, died at Wallasey, Eng., recently.

Margaret O'Hearn, 70, retired concert and radio singer, died June 22 in N. Y. Surviving are three sisters and three brothers.

Ann Manning Quinn, who had been cashier at the Pittsburgh United Artists exchange for 20 years, died in Pittsburgh June 15.

Mother, 76, of Noel Purcell, of median and actor, died June 16 Dublin, Ireland.

G. F. Steven, 56, pioneer of Brit-Ish radio and director of the Ber-wick Journal, died in Edinburgh Scotland, June 18.

Loo E. Elgar, 71, theatre musi-al director, died in Shelfield, England, recently.

Hervey W. Libbert, 53, motion picture set designer, died June 23 in Ventura, Cal., after a long illness, Ilis wife, son and daughter

Pix and Radio

Continued from page 1 =

his "Rogers of the Gazette" AM nis Rogers of the Gazette Areas series this month. John Lund is heard regularly as "Yours Truly Johnny Dollar," and Tyrone Power is featured in a Ziv airer as a fight-ing senator.

Besides, the pix stars in the air, AM tradesters report a closer liai-son with the pix publicity and ex-ploitation boys when a new pic opens up in New York, Stars plugging pix make the complete radio tour of appearances, while on TV they make a limited circuit.

Even in some radio scripts, Even in some radio scripts, gra-tuitous film plugs are introduced while television is seldom, if ever, mentioned as a commendable form of entertainment. In "Junior Miss;" for instance, scripts have been built around the family going to see 3-D. widescreen and new "flat-tie" releases. And disk jockeys are prone to plug new pix. The new prone to plug new pix, the new "Melba." for example, but generally avoid reference to a new tele

series.

In advertising, too, pix, both companies and theatres, have been giving radio a bigger play than ever before over the last two and a half years. This source of income, however, has fallen off within the past six months as a result of the increased use of tele advertising by the films. With new influx of film names into the medium radio. names into the medium, radio hopes to regain some of this recent pix biz ads.

\$10,000,000 Hotel

Continued from page 1

Co., Oakland, Cal., and Louis T. Davidson, Las Vegas building con-tractor. Architect is Vernon Well-born, of Las Vegas.

Remarking on the project, Miller said he thought "the idea has gone begging too long," implying that such a plan had been too long in the rumor stage. He said Reno's present accommodations are os, died June 29 in Hollywood. ife, a son and his father survive. take care of the influx of visitors.

Sister, 69, of Jim Jordan (Fibber of the influx of visitors)

Kudos Variety Clubmen

deavors with the investigative chase of a two-recter. Subject, work carried on in other institutions, which are tops in the field. Members of the hospital staff landling by the Fund as a moneywere lawsh in their acknowledgmaking device, but doubt was ments of the business talents, time, energy and money contributed by elements of the netraliment world, mainly the film trade, that have resulted in the socko accombilishment. plishment.

plishment.
Group of New Yorkers was liege on the second annual inspection tour of Rogers. They oncoovered a new lounge and dining room, various pieces of new equipment, and the quimitated were given education in the fight against TB by Dr. George E. Wilson medical director, Dr. Edgar Mayer, medical mey ber of the board of directors, and Morris Dworski, laboratory director. Talks by the trip covered the research, medicine and surgery aspects of the disease.

Morale High

Morale High

Informal gab sessions with a few of the patients proved morale was incredibly high. The affliction is no longer a horror to them, for they be aware of the gains achieved

is no longer a herror to them, for they're inware of the gains achieved in the curative work; such as at Rogers, and while waiting out the months for that final okay bill of health, they're set up in comfortable quarters and in a wholesome, friendly atmosphere.

Happy Benway, veteran vaude-villian, who's been in Sarania for the past 24 years, provided one caller with a marathon talk on the high standing of the medical people in charge. Benway, loingtime Variety, staffer in the mountains, provides periodic reports on progress made by patients, incomers and out-goers.

Another patient, Charles Hill-yer, who is linked with Florida State The tree, related that Rogers was a "new and delightful world" to bim, after he first spent some time in a state institution.

Among ecremonies was the dedication of a plaque in memory of Harold Rodner, theatre exec, who had been a key fuure in the Rogers operation until his death four years ago.

Robbins As Host

ago. Robbins As Host

After a day at Saranac—the trip, was paid for by individual members of the Variety Clubs-Will Rogers Memorial Hospital directorate—the Gothamites motored to the Hotel Al-Bur-Norm, luxury layout in Schroon Lake, N. Y. which is operated by Herman Robins, president, of National Screen Service. They were Robbins' guests over the weekend.

Board of directors meeting was conducted Saturday on the Al-Bur-Sonducted Saturday on the Al-Bur-Sonducted Saturday on the Al-Bur-Sunday of the Al-Bur-Sund

layout in Schroon Lake, N. Y., which is operated by Herman Robrish in Service. They were Robbins' guests over the weekend.

Board of directors meeting was conducted Saturday on the Al-Burnorm lawn. Stress, was on need for a steady income to further improve and expand Rogers facilities. Aim is to increase the capacity to 90, patients, via an ultimate income of \$500,000 annually. Chief source of coin for Rogers has been the annual Christmas salute, coin boxes set up in the atres and endowments, which pay for each room at the hospital on an individual basis. O'Donnell, chairman of the board, and Abe Montague, president, conducted the meeting and reports on various activities of the Memorial Fund by Chick Lewis, exec v. p., and Sam Rossen, latter as standin for, board member Fred Schwartz.

Seek 30G Donations

It was revealed that donations of \$50,000 each have been asked of the Motion Picture Assn. of America and Hollywood's Permanent Charities, Committee, Additional, monetary sources now are being explored. In the past year, a total of \$294.789 was raised.

On the money front, observers over the weekend were impressed with the eagerness to give which was demonstrated. An example, of this was a proposal made by Max. Cohen, for the purchase of new type X-ray apparatus, on condition that it is recommended in a forth-coming report by Dr. Mayer, Even though Mayer hadn't said that the equipment would or would not be right, the money was speedily pledged, in the amount of \$2,500, by William J. German, Jack Cohn. or the workend were impressed with the eagerness to give which was demonstrated. An example of this was a proposal made by Max Cohen. for the purchase of new type X-ray apparatus, on condition that it is recommended in a forthcoming report by Dr. Mayer. Even though Mayer hadr't said that the equipment would or would not be right, the money was speedily pledged, in the amount of \$2.500, by William J. German, Jack Cohn and O'Donnell. nd O'Donnell.

and O'Donnell.

J. Robert Hoff, exec v. p. of the Ballantyne Co., Omaha, which is now peddling a new 3-D package to exhibs, pledged a new equipment setup for the Rogers film screening room.

MARRIAGES

Schma Richelson to Bob Mehrman, Boston June 14. He's a dec-jay with WTAQ, Cambridge, Joyce Price to Stanley Good-man, June 28. New York, She's an

to Stanley Good-vew York. She's an the WOR-Mutual

assistant in the WOR-Mutual press department.

Joan Shields to Henry E. Cohen, N.Y., June 21: Beide is secretary to Genn Dolberg, Broadcast Massie, he., vice-prexy over station relations. Tations Fredrica Thampson Owen manian Moore, Los Ange

Fredrica Thompson VWAII, S. Kugman Moore, Los Angeles June 26, She's a film and TV actress known professionally as Rica Owen; he's with the Benton & Bowles TV department in Holly Rose O'Connell to William Sel-

wyn, Santa Barbara, Cal., June 27, He's casting director at Allied Artists.

Margaret G. Loos to Bill Switzer

Artists.
Margaret G. Loos to Bill Switzer, June 28, Berkeley, Cal. Groom is KCBS newswriter.
Jean Ann Don to John Brebner, Auckland, New Zealand, recently. He is a director of KPIX, San Francisco.
Juanita Hutch to Dr. Raymond W. Bethel, Columbus, June 28, Bride is WTYN, program hostess.
Dolores Williamson to Lloyd Wright, Lubbock, Tex., June 19, He is staffer on KDUB-TV, there, Jean Hunter to Charles Cerney, Las Vegas, June 22, Both ard dinetis.

Jean Hunter to Charles Cerney, Las Vegas, June 22. Both ard dancies.

Ann Blyth to Dr. James Me-Nully, Hollywood, June 27. Bride is a film aetress; groom is the brother of singer actor Dennis Day, Naomi Raphaelson fo Raymond Robert Lind Vaccom, Pleasant Valley, Pa. June 27. Bride is the daughter of playwright Samson Raphaelson; groom is a producer, of documentary, films in N. Y. Dawn Bender to Warren, Vander-Schuit, Pasadena, Cal., June 26. Bride is a radio actress. Nancy Smith to Fred Hamilton, Palos Park, Ill., June 20. Bride is member of WGN staff in Chi.

BIRTHS

Mr. and Mrs. Dean Wolfson, laughter, Chicago, June 22: Moth-r is daughter of Jack Kirsch, president of Allied Theatres of Mr. daughter, Chu-s daughter

nemert wheox, father is with the homeoffice publicity department of Warner Bros.
Mr. and Mrs. Robert Saron, son, N.Y., recently. Father is a lighting

Mr. and Mrs. Robert Saron, son, N.Y., recently. Father is a lighting director for NBC-TV. Mr. and Mrs. Peter Carpenter, son, Framingham, Mass. June 27. Mother is daughter of Cedric Fos-

ter, Mutual network commentator.
Mr. and Mrs. Henry Frieling-haus, daughter, June 28, Glen Cove, L. I. Father is drama critic-Given over for study by a committee headed by Charles Feldman
was a plan offered by Tom Connors calling for the outright purchain on Long Island.

The Magic of . . .

Blinstrub's Village

Dine, Dance and Floor Show

300-308 Broadway, South Boston 27, Massachusetts

Telophone: 5Out 8-5440

June 15, 1953

Les Paul & Mary Ford c/o General Artists Corp. New York, New York

Dear Les and Mary;

If anyone had told me that Blinstrub's Village would be taxed to its capacity night after night for seven days during the hot spell we are presently having in Boston, I would doubt the possibility of such an experience.

We were however, turning people away each night of your engagement and wishing we could increase our seating capacity of 1700 seats to at least 3500 for it seems that number of people tried to make reservations for each day of your stay at Blinstrub's.

I want to express my sincerest thanks to you both for your outstanding performance all during the week.

Your presence here at Blinstrub's added greatly to the dignity of our club and your thousands of admirers were certainly not let down by your work. You were magnificent.

We certainly enjoyed having you and look forward to a return engagement in the not too distant future.

Sincerely,

Blinstrub's Village

Juke Box Magic . . .

JOHNNY IS THE BOY FOR ME
b/w VAYA CON DIOS
No. 2486 on



Opening JULY 15th

PARAMOUNT, New York

Opening Aug. 7th

CHICAGO THEATRE

Personal Management
GRAY GORDON—MEL SHAUER



ith Street, New York 38, N. Y., by Variety, Inc., Annual subscription \$10. Single copies 25 cents December 22, 1905, at the Post Onice at New York, N. Y., under the act of March 3, 1879 COPYRIGHT, 1883, BY VARIETY, INC., ALL RIGHTS RESERVED.

NEW YORK, WEDNESDAY, JULY 8, 1953

PRICE 25 CENTS

\$100,000,000 PIX STAKE IN'

Dicker 'Hazel Flagg' Roadshow Edition 22% NETWORK For Las Vegas, a '1st' for Cafe Field

As second attempt to make Las Vegas niteries a stop for full-scale touring musical comedies is on the way. The William Morris Agency is now pitching "Hazel Flagg" for a fall showing at one of the route 91 spots when this show starts its travels. Possibilities are that one of the cafes will buy this legiter, which closed Saturday (4) at the Mark Hellinger Thea(re, N. Y., for a four-week stand.

Should this deal be completed.

a four-week stand.

Should this deal be completed, it will mark the first time that a touring Broadway musicial has played a nightclub. Naturally-there will be some changes to conform to cafe needs, "Flagg" will probably have to be cut to some degree and a way has to be worked out so that the show can get along with as little scenery as possible.

possible.

If projected plans work out, there's no doubt that other tune-shows will prepare shorter versions to fit niteries. They can play three to four weeks in Las Vegas and perhaps one or two in Reno. On these dates they can cop top coin and thus will come out ahead withou: cumbersome percentage deals, house checkers, and with a minimum overhead. Besides, there aren't too many states that can offer five or six weeks of playing time in only two stops.

Deal had been attempted for a

Deal had been attempted for a Las Veyas slotting of "Top Ban-ana" but negotiations bogged down However, the Morris office feels that a pact will be completed for Flagg."

for 'Flagg."

Las Vigas, which is buying virtually every kind of show, may provide a chance for musicals which haven't been too successful to recoup losses. There's little chance of the casino-eneased cafes getting a package in the "South Pacific" genre, but the lesser shows may yet wind up in the Nevada niteries should the "Flagg".

'Drunkard' Almost of Age, Goes Into Its 21st Year Teetotaling 7,450 Shows

Hollywood, July 7.

At the Theatre Mart last night (Mon. Hollywood's indefatigable stage show, "The Drunkard," celebrated its 20th birthday with a record of more than 7,450 consecutive performances, and is still going strong.

Minimum UT 32.3-D TIX

Minimum UT 32.3-D TIX

Balbourn said his years of close observation of the development of television and other electronic drama started its 20th birthday with a record of more than 7,450 consecutive performances, and is still going strong.

Old P. T. Barnum temperance drama started its California career on July 6, 1933, in Carmel and moved into the Theatre Mart Later when Prohibition was repealed. Opera chairs were removed and chairs and tables were substituted for the serving of beer like consecutive performance record is far ahead of that of "Life With Father," which staged 3,283 performances in N. Y.

Patient as a single unit within five years.

Raibourn said his years of close observation of the development of the dev

Converting to C'Scope

Washington, July 7.
U. S. Army and Air Force Motion
Picture Service is converting its
more than 400 theatres at military
installations in the U. S., Hawaii
and Alaska to 20th Fox's Cinema-

and Alaska to 20th Fox's Cinema-Scope, according to Fred Bund, Jr., chief of the service.

Bund has applied to 20th for info on when the post installations might be equipped and Cinema-Scope pix would become available to them.

Corn Or No, 5th 'Kettle' Bubbles Over \$2,000,000

In one of the strange phenomena of film biz. Universal's "Kettle" scries continues to steam up boxoffice importance. Current entry in the group. "Ma & Pa Kettle on Vacation." in release the past couple of months, on the basis of returns to date figures to exceed \$2,000,000 in domestic distribution money; that is, rentals in the U. S. alone. (Canada is negligible in the "Kettle" grosses as the biggest one only garnered \$150,000 in Dominion rentals.) This wad of coin obviously is substantially in excess (Continued on page 56)

Three-D. Cinerama-Type Screen as One Unit Seen In 5 Years by Raibourn

In J lears by Kalbourn

St. Louis, July 7.

Advertising Club, meeting here on the 50th anni of the St. Louis. World's Fair today (7) heard, Paramount v.p. Paul Raibourn undertake to call the turns on the film biz of the future. Gist of his crystal-balling was that third-dimension, sans viewing glasses, and a Cinerama-type screen will be in operation as a single unit within five years.

ous forms, from commercials to newsreels to feature motion picous auriis, from commercials to newsreels to feature motion pictures, has skyrocketed into a whopping \$100,000,000 a year industry. Just one phase of this mammoth biz, syndicated vidfilm programs, today represents an investment of over \$20,000,000 that is increasingly crowding into live TV programming.

A VARIETY comparison study shows that approximately 22% of the weekly programming on all four networks is now on film and 78% is live. This represents a 200% growth in the amount of telepix on the webs within the last 12 months.

The webs are devoting a total of

12 months.

The webs are devoting a total of 34 hours and five minutes weekly to vidfilms currently—as compared with the 11 hours, 15 minutes for the week when Variery made its study last July.

Even more astonishing is the almost 600% growth in vidfilms being used by advertisers on a national spot basis, truly a Jack-and-the-Beanstalk growth. In Variery's survey last summer, the bankrollers that one week were bicycling (Continued on page 26)

Color TV Sets By Xmas Seen Likely

The Federal Communications Commission okay of the RCA color system for TV is expected in less than the sixmonth timetable; in fat, it may be approved in less than half that period. If so, it means that timted television sets will be on the Xmas '53 market, and not a year later as has been prognosticated in trade circles.

CBS will not oppose the RCA system of compatibility, and if so the nature of American enterprise is that Philco, Admiral, Sylvania, Zenfith, Magnavox, Stromberg-Carlson, Emerson, Motorola, Westinghouse, General Electric and all the others in the electronic field are certainly not going to sit back and permit RCA to get the jump on the field.

MANIMUM OF 29.22 D DIV

MINIMUM OF 32 3-D PIX

Vaude's Hot Chance as 3-D Fiddles; **Low-Cost Stagers Vs. Deepie Dollars**

Blame TV for No Wooing, No Wedding, No Spawning

No Wedding, No Spawning

Blackpool, England, June 30.

No courting, no marriage, no children; that is the prospect ahead if the TV-viewing habit spreads, according to a Scotswoman, Mrs. M. Galbraith, of Tillicoultry. She said this at the annual confab here of the National Union of Townswomen's Guilds.

"I know of a young couple who stay at home on a Sunday evening, when they could be out doing a bit of courting, 'she said. "And if there is no courting, there will be no marriage, no children, and in the end, there will he no nation."

Goetz Exits U As \$5,000-a-Week **Production Chief**

Universal production chief William Goetz will exit the company in September following protracted discussions with prexy Milton R Rackmil over salary differences, which evidently could not be resolved. Bowout of the studio boss as disclosed in New York yester day (Tues.), will be two months in advance of termination date of his contract.

Talent agencies hope that the current indecision as to which system of three-dimension film will ultimately be adopted may provide an entering wedge for vaude in many situations. High initial cost of installing deepies, plus the present product scarcity in that field, are expected to furnish the final talking point of feasibility of installing comparatively low-cost-vauders as one means of maintaining pace with the competition.

Uncertain pleture in the fall is causing the talent agencies to look more thoroughly into this matter. Feeling among the percenter's toppers is, that they've let the vaude business go by default. Consequently, any angle that may help open up some time is worth following up.

The 3-D product has been doing business generally with many believing that the increase in grosses is due primarily to the novelty of the medium. Agencies hope to convince other theatre operators that there's still considerable novelty in the presentation of vaude bills.

It's pointed out that fairly good (Continued on page 56)

Brando Picks Barn Trek (At Nominal \$125 Wage) To Give Jobs to Friends

Rackinii over salary differences, which evidently could not be resolved. Bowout of the studio boss, as disclosed in New York yester day (Tues.), will be two months in advance of termination date of his contract.

It's regarded as a certainty that Goetz will, swing into production shortly through other channels, probably as an independent film maker.

U lot will go under the control of Rackmil and Edward Muhl, v.p. and manager of studio operations. An even closer liaison with sales will be maintained via A1 Daff, (Continued on page 14)



Johnson Resignation as Int'l Info **Boss Poses Variety of Problems**

Washington, July 7.
The sudden resignation of Robert L. Johnson, Administrator of the State Department's International Information Administration yesterdty (6), has raised several questions here.

1. Who will succeed him as head the propagated unit which is

yesteraty (6), has raised several questions here.

I. Who will succeed him as head of the propaganda unit which is slated to break loose from the State Department and become an independent agency on Aug. 1?

2. What will become of Johnson's plan for operating the agency and of his newly-handpicked aides such as J. Cheever Cowdin to head the International Motion Pieture Service; and Lecinard F. Erikson. New York advertising exec, who was named last week to direct the "Voice of America" overseas broadcasting programs?

3. Did the looming stiff budget cuts have anything to do with Johnson's decision to get out of the job he accepted only four months ago?

At the 1 eq u e st of President Eisenhower, Johnson agreed to remain at the throttle for another 30 days to get the agency over the transition into its new independent status. Then he plans to take a vacation of a couple of months before returning to his former post as president of Temple University in Philadelphia.

Elsenhower announced that he would start looking for a successor immediately. The exchange of letters—resignation and acceptance—was very friendly, which is normal profocol and does not indicate whether there was any rift.

Original budget request for IIA last January was \$114,500,000 for the fiscal year commencing July 1, 1953. Amount was cut for \$87,600.

protocol and does not indicate whicher there was any rift.

Original budget request for IIA last January was \$114,500,000 for the fiscal year commencing July 1, 1953. Amount was cut to \$87,600,000 by the Eisenhower administration. Last week, a House Appropriation Subcommitte recommended that it be further reduced to \$60,000,000. This would eat sharply into the film program and would completely eliminate the plan of Cowdin to produce feature length propaganda pix, in addition to shorts Cowdin, by the way, has been in and out of Washington several times since his appointment, but has yet to be sworn in Lit isn't scheduled to start working until July 27.

Edith Piaf's Sept. Return To Versailles, N.Y., Up In The Air on Her Ailment

The Air on Her Ailment

Paris, July 7.

Question of whether Edith Piaf
will keep her Sept. 17 date at the
Versailles, N.Y., will be known
next week. Miss Piaf is currently
taking a rest cure and baths at
Lyons as a result of a bad siege of
arthritis in her shoulder.

Louis. Barrere, her personal
manager, must notify the Lew &
Leslie Grade Agency in New York
by next Wednesday (15) whether
she'll play the Versailles. In turn,
N.Y. office must notify the Versailles by the following day.

It was initially thought that the
French singer would be sufficiently
recovered from her ailment to
play the Versailles. She prepared
for the N.Y. date by cancelling all

lay the Versailles. She prepared or the N.Y. date by cancelling all or concerts over the summer. lowever. Miss Plat feels that she cants to wait until the last minute before making up her mind.

Sinatras Teamed

Hollywood, July 7.
For the first time in their respective careers Frank Sinatra and Ava Gardner will appear on film in Metro's "St. Louis Woman."
They will play an argumentative married couple.

in Netton.

They will play an argon.

married couple.

Gene Kelly will be the other star in the picture, which Arthur Freed will produce from a stage musical by Johnny Mercer and

'Won't Talk' D'Usseau Would Talk in Video Debate With McCarthy

Washington, July 7.

A Senate Permanent Investigating Committee hearing on books in State Dept. Ilbraries overseas developed into a heated verbal battle when playwright Arnaud d'Usseau clashed with committee chairman Joseph R. McCarthy (R. Wist) and chief counsel J. B. Matthews.

chairman Joseph R. McCarthy (R. Wis.) and chief counsel J. B. Matthews.

D'Usseau, who had proved an uncooperative witness before the House un-American Activities Committee in New York a couple of months ago, refused to answer questions about himself, claiming protection under the provisions of the Fifth Amendment. He even refused to state whether he was the co-author of "Deep Are the Roots," which he wrote with James Gow.

But on political questions he was a little more talkative, declaring in answer to a question that "most certainly," under his own definition of Communism, "the Communist form of government is superior to ours." He offered to debate the question with Sen. McCarthy, claiming that "this (the Committee hearing) is your ballpark and your groundrules."

When Sen. McCarthy asked him, "I often wonder why you Communists come here and don't have the guts to say you're Communists."

D'Usseau, referring to the Senator's failure to appear on the TV show, "Youth Wants to Know," said, "How can you talk about guts when york? You're shooting fish in a barrel."

Another of D'Usseau's observations was his belief that Syngman

a barrel."
Another of D'Usseau's observations was his belief that Syngman
Rhee was the "aggressor" in the
Korean War. But the playwright
refused to testify whether he had
given money from royalties from
"Roots" to the Communists and refused to give any other details of
his personal activities. Understood
"Roots" is in some overseas
library.

Mills, Big Three Map Jimmy McHugh Tribute

Mills Music is mapping out a pro motional tribute to Jimmy McHugh to celebrate his 30th anni as a composer. Campaign, which is being planned by Sidney Mills, firm's general professional manager, is skedded to kick off Friday (10) with tele, radio and deejay plugs for McHugh oldies.

The Big Three (Robbins, Feist & Miller) is collabbing with Mills in the McHugh tribute.



Undraped Bosom Leads to French Pic Censorship

Paris, July 7.

Rumblings against new forms of pic censorship are beginning to make themselves heard here. They stemmed from recent banning of "Un Caprice De Caroline Cherie" in the little southwestern city of Niort. Undraped bosom of Maritine Carol was the cause of the mayor putting this pic off limits, after a complaint from the local Cardinal. Some publicity matter was dropped by mistake into the Cardinal's back yard, and the nudity and suggestion plus the indignity of the situation, were enough to drive the Cardinal into action.

Under this pressure, the mayor banned the pic sight unseen, and this led to two factions being set up in the lown, which developed into a fight over the liberty of expression and the screen.

Other pix which have been refused the governmental exploitation visa are "La Neige Etait Sale" ("The Snow Was Dirty") and "Sans Amour" ("Without Love"). "Neige" was a long-run play here some seasons ago, and the press is amazed at its ban. Based on a novel by Simonon, this depicts the moral breakdown of a youth, under the occupation, living in a sordid atmosphere which leads to a complete undermining of his values. Reason for pix nix is not official as yet, but it is felt it is because of the treatment of occupation Germans and French.

"Amour" treats a recent case of adolescent gang killing hiere, and has been refused a seal on the grounds that it may lead to juvenile delinquency. This has led some of the press here to protest against U. S. gangster pix, which they say are rarely ever consored.

Reds' Anti-U.S. Pix Big Jap B.O.

purged from the industry as Reds in January, 1950.

Jap Burley: Ballet Dolls, Nude Molls. Acro Twisters Plus Boogie Hipsters

Hilton's 'H'wood Preem'

Hedda Hopper, Earl Wilson, Robert Ruark, Jerome Zerbe, Bill-Dowdell, Helen Gould, Sylvia (Mrs. Leonard) Lyons, Mildred (Mrs. Bob) Considine, and other now-abroad newspaper people will con-verge on Madrid this weekend for

verge on Madrid this weekend for the opening of the new Castellana Hilton, the first American-style and American - operated hostelry in Spain. Conrad N. Hilton is junket-ing two TWA-loads of Hollywood, Broadway, press and broadcasting personalities over this Sunday (12) for the occasion, as he did three, years ago for the premiere of the new Caribe-Hilton, Puerto Rico.

years ago for the premiere of the new Caribe-Hilton, Puerto Rico.

People making the flying "Hollywood-style" junket from L.A., Chi and N.Y. include Helen Hayes, Mary Martin and Richard Halliday, Tex. & Jinx McCrary, Tony & Dorothy Wetzel (Chi Mr. & Mrs. radio-TV. team), Bob Considine, Richard Joseph, Cobina Wright, Leonard Lyons, Hal Boyle, Robert Manning, Richard Chaplin, Kathryn Grayson, Antonio Moreno, Leo Carrillo, Faith Domergue, Arleen Whelan, Dawn Addams, Conrad and Nicky Hilton, Gordon Gilmore, Fred Joyce, Frank Andrews, Kathryn Cravens, Dorothy Thompson, Joshua Logan and Nedda Harrington, Dr. Rex Ross, Pepe Romero, Gordon Hamilton, Frank McCall, Helen Sioussat, Lucie Jeffers Lyons, William Gray, Yale Joel, Ed McCarthy, Mona Freeman, Mory Dalmes, Claude C, Philippe.

Limit Copyright Life Of Pix to 25 Years? **Brit. Producers Protest**

London, July 7.

Suggestion by a government department committee that the copyright life of a British picture should be limited to 25 years, whereas books and music have a 50-year protection, has brought a joint protest to the Board of Trade prez from the British Film Producers Assn. and the Assn. of Specialized Film producers.

In a memorandum submitted to

Specialized Film producers.

In a memorandum submitted to the government the two production organizations complain that the copyright committee has apparently, determined the period of protection by the mechanical processes involved, 25 years for film labs and 50 years for printing presses. The producers argue, however, that there is as much original work in film production as in books, printed music or paintings.

Of New Madrid Hotel Hedda Hopper, Earl Wilson,

Tokyo's burlesque runway nowadays is a long one, stretching Iroin ostentatious copying of Paris' Folies Bergere at one end, to the lowest houses at the other. Despite centuries of mixed bathing in public bath houses, Tokyo males find spectacle of undraped Japanese women cavorting on the stages entrancing enough to keep the turnstiles at 24 epidermal emporiums clicking to daily tunes which extend from SRO to 75% capacity, rarely less. Some Americans find the nudies diverting too.

At top of the scale, offering most

the nudies diverting too.

At top of the scale, offering most in genuine entertainment, are two houses, the Nichigeki Music Hail and the Shinjuku Central. There are several other halls patterned after these two, but parsimonious handling of funds for sets and costumes keeps them several cuts below quality offered by the leading two.

At the bottom of the scale are small (200-seater) bump-and-grind joints, located close to the red-light district of Asakusa, and offering mostly an aperitif for the mocomplete menu presented in the nearby "maisons de joie."

Indicative of something about the taste of westerners is the fact that the houses at the top of the scale get most biz from UN soldiers (about one-third of the audience), while those offering unadulterated sex draw less than 10% foreign

shows at all the houses run about 25 days a month, with a new show taking on immediately the old closes. Currently at the Nichigeki Music Hall is a little opus called "Round the World With Mesdemoiselles." The Togeki's June bill frankly reveals what it sells at the other end of the burlesque scale with a show entitled "Wake Up Your Animal Instincts!" and subtitled "Every Marr Does."

Most houses present three shows daily; beginning about 2 p.m. with an extra show on Sundays. Two liours long, the shows are scaled from 50c. to 75c. in most houses to a top at the Nichigeki of \$1.25 for reserved seats; which are usually filled with westerners exclusively. These are about one-third of the 500 capacity hall.

Gracie, Acro Twister

Gracie, Acro Twister

"Round the World" has 38 scenes, and is highlighted by the appearance in the penultimate stanza of an acrobatic dancer, Gracie Chang, Eurasian twister, daughter of the late Great Chang, billed as the "acrobatic tycoon of Europe." The Music Hall has recently begun headlining one western artist each month; last month it was Nola Pardi, American student of Katherine Dunham.

The 38 scenes alternately present

The 38 scenes alternately present comics, most of whose blackout skits are lost on the non-Japanese (Continued on page 71)

Tonga Queen OK's, Plays Burl Ives' New Cabaret Calypso of Royal Trek

Edinburgh, June 30.

Edinburgh, June 30.

Burl Ives, U. S. folk singer, saluted Salote, Queen of the Friendly Isles, with a new Calypso, which he introduced in his act at the Empire here this week. Lyric goes in part:

"And when the great procession departed, this Queen so happyhearted, said 'Let it rain and let it pour, bring an open carriage and four.' And when the people saw her on that torrential morn she captured all before her, took everyone by storm."

Calypso is in tribute to Queen Salote's recent ride in an open carriage in Queen Elizabeth's Coronation parade. The Queen of Tonga is herself a guitarist. When the song was presented to her for her okay, she played it on the royal guitar, and gave immediate approval.

Ives has collected many Calypos in travels through the Bahamas of a group of Japanese directors, purged from the industry as Reds in January, 1950.

The Osaka edition of Rengo Tsushin, Japanese language film trade paper, predicts a bright future for the purgees, citing the present activities of a number of them, and prophesying that the major companies will soon be using them regularly.

Paper bases its prediction on the heavy b.o. of "Tower of Red Lilies," about the last days of the defenders of Okinawa, and the expected b.o. of the yet unreleased "Beyond the Drifting Clouds," a saga of the Kamikaze corps.

Rengo Tsushin names the following as purgees and says all are currently active, citing the films they are working on: Tadashi Imal, director of "Tower of Lillies", Satsuo Yamamoto: Funio Kamei; Kiyoshin Kusuda; Miyoji Ieshiro; Heinosuke Gosho, and Hideo Sekigawa.

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Current popularity of Japan-made films about the Pacific War—most of them with some ele-ments of anti-Americanism—has resulted in a rise in the fortunes of a group of Japanese directors.

as in books, printed music or paintings. Protesting that the committee based its recommendation on the shorter periods of production prescribed under the Patents Act, the two trade bodies say this confirms their view that films have been regarded only as an industrial product. But, they say, films are originally created works, presented in a certain medium in which the film producer fills the role of the author. They consider the recommendation a retrograde step, which would place British producers in aless favorable position than their overseas competitors. They point out that the development of new channels of presentation, such as TV and the increasing use of substandard films, means the life of many films extends beyond 25 years.

LEGIT, H'WOOD TEAMUP SHAPING

SW Mulling Production Plans; To Make 5 Pix in 5 Yrs. in Cinerama

ndinight sessions, the S. H. (Si) abian theatre circuit has obtained ptions on three properties held v. Cinerama board chairman Louis

ions on three properties held inferent board chairman Louis Mayer. These include "Paint Wagon," Blossom Time," "Joseph and His Brethren," of which had been planned for Cinerama process. In addition, Fabian announced there was a possibility that would proceed with Merian C. iper's "Seven Wonders of the rid." Cooper, who up to now been Cinerama's production of has assembled footage for latter, but actual shooting or latter, but actual shooting of the film had been deed pending outcome of Sw's eover of Cinerama. Deal calls SW to make five pictures withat five-year period, with a defect commitment to deliver one he first year.

cinerama the future Cinerama theatres, es on Dept. of Justice ap-al. This was indicated at a s conference Monday (6), at h formal announcement of the lusion of the deal was made, abian said that SW had one

in which to receive the greenlight in order for become effective. Sh heatre company fail to obtain

of their ground in relation to (Continued on page 14)

'Don't Offstage Us,' Cry Stage Headliners, Claim They Aid 3-D's Boff B.O.

In films' so-called new era, with some 3-Ders doing sock business, particularly at first-runs, onstage headliners feel their weight at the is being a little too much ob

Don Cornell, for example, acknowledges that Warners' "Beast from 20,000 Fathoms," at the Paramount, N. Y., is a click pic. But

Par a few months ago with E class on the boards and Wafirst 3-D entry, "House on screen "Wax" prov mash grosser in many location oss the country. But a break e country. But a break the percentage of custom drawn to the Par by the pic-vis the ticket sales influenced Eisher, was impossible, of

M-G YARN MAY STALL PIX BIDS ON 'TOKO-RI

sich has developed which may the studios from buying Michener's "The Bridges at it." short hovel which apin last week's Life mag a number of companies are sed it developed this week Metro some time ago bought a liction article by Michener, hit is combining with another Resulting yarn is said to sufficiently close to the Life to make its purchase by annual railmery a hazardous proposi-

Pix Workers' Weekly May Earnings Down to \$107

Hollywood, July 7.

Average weekly earnings for film workers tapered off to \$107 in May, according to the California Labor Statistics Bulletin. Average for April was \$114.67; for May, 1952, it was \$112.61.

Workers averaged 39.1 hours at \$2.74 per hour. April average was 41.3 hours at \$2.78.

Warners Wooing Hazen, Wallis?

stances present themselve again work jointly. Hazen s (Continued on page 21)

Twin City Ops 4 to 3 For 3-D. Say Extra Cost Not Worth the Candle

Minneapolis, July 7.
With the boxoffice score in owntown Minneapolis only four three in favor of 3-D pictures

Paul neighborhood

Moscow Seeks, Gets Print Of Coronation Pic, 'Queen'

London Fit, Queen

London July 7.

By special request from Moscow, a print of the Associated British-Pathe WarnerColor Coronation production, "Elizabeth Is Queen," was flown to Russia last Friday (3). Request was made by the Soviet Union to Kenneth Rive, where resource concluded a distribution of the Resource of the

FOR STAGE HITS

ences exactly as it is presented in stage production.

tage production.
In a somewhat similar experi-nent, Joe Justman, head of the fotion Picture Center Studios, lollywood, in collaboration with

3-D Tint Filming Of 'New Faces' Set

'NEW PIX LOOK' | UPT Grosses Up 20% in May, June; 'No Sluff Season for Pix' Pays Off

Map 7-8 Goldwyn Oldies
For Foreign, TV Distrib
Hollywood, July 7
About seven or eight old Samuel
Goldwyn pictures, rights to which
he gave Mrs. Goldwyn some time
The

See U.S. Favoring 'Force' in Japan

Ex-Red Hicks: 'Show Me One U.S. Film That Had Any Commie Propaganda

cant way? the content of film writes Granville Hicks, an avowe Communist from 1935 to 1939, I an article in the July issue of Ha

er's.
The author, who left the part is '39, insists that the Commic scarcely made a dent on any cole mass media—the popular mag.

National Boxoffice Survey Holiday Weekend Slows Biz; 'Wet' Nabs 1st Place 'Beast' 2d, 'Witch' Next

July Fourth holiday weekend rising," in that order, covered by Variery as the public took to the highways to escape heat in some areas and take advantage of pleasant weather in others. However, the period marked release of several promising blo. contenders, including "Stalag 17" appears a Feather River, and other services of several promising blo. contenders, including "Stalag 17" and "Charge at Feather River," and others.

"Dangerous When Wet" moved up fast this week to edge out "Beast" dull in L. A. "Francis Covers the From 20,000 Fathoms" for top liar is given benefit is dull in Pitt, fair in rels. Booked in only three towns.

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Vol. 191

Chaiter Film Reviews Inside Music

Vaudeville

Studios Roll Out Red Carpet For Wall Streeters With Pix Stock Yen

Prone to roll out the red carpet for visiting bankers and important newsment. Coast studios are showing an inclination to accord the same treatment to Wall St. brokerage firms. Investment concerns which, to a large extent, ignored film stocks, have been showing a growing tendency to recommend pix issues to their clients. Attitude is that at current depressed prices, film stocks are more than fair bait for risk investors.

Experience of Friest Sharpe, senior investment analyst of Goodbody & Co., N. Y. brokerage house, is perhaps typical of Hollywod's new attitude toward the Wall Streeters. Sharpe, who recently completed a comprehensive report on film industry operations, found a welcome sign at Paramount, Metro, 20th-Fox, Republic and Universal. He had no luck at Warner Bros. and Columbia where, despite several attempts, he was unable to make appointments with studio officials.

On the other lots, he indicated, he had complete access to studio toppers and other exces. In general, he noted that exces were willing to talk frankly, although there were instances, when certain swered fully. Indie producers, according to Sharpe, were the most voluble, replying freely to all questions concerning Hollywod's problems and the switch to new dimensions.

Sharpe's interest in film stocks started, he noted that February

Sharpe's interest in film stocks started, he noted, in February when stocks appeared in a particu-(Continued on page 15)

Divorcement Seen a Pix Biz Boon as It Removes 'Risks' for Theatre Ops

Risks' for Theatre Ops
One of the best things that could have happened to Hollywood's major producing companies was the court-ordered separation from theatres, via divorcement, states the Wall St. firm of E. F. Hutton & Co. Split has been important to film-making companies, because it eliminates the "risks" in theatre operations, reasons the brokerage outfit in, an analysis of the film biz. Hutton notes that while, in past, exhibition affiliates at one time were a stabilizing influence, over the last few years they have been "a limiting factor in the producing business." Adds the financial company: "This has become parficularly true as revenues from abroad become of greater importance to the producing companies."

Most, important upbeat factor, of all for the filmeries, likely even more significant than the "rebirth" via 3-D, has been the conomies effected in a relatively recent period, observes Hutton. Characterized as a "very major effort" is the program of various production distribution outfits to "reduce their expenses in line with lower potentialities."

distribution outfits to "reduce their expenses in line with lower potentialities."

JUDGE HAND RETIRES: **MAY DO SPECIAL CASES**

Federal Judge Augustus N. Hand, senior jurist of the three-judge statutory court in New York which heard—the long drawhout. Government antitrust suit against the eight principal film and theatre companies, retired last week. He was appointed to the court in 1927 by Decident Covilian.

was appointed to the court in 1927 by President Coolidge.
Although officially having bowed out, it's understood that Hand will be available for special assignments, including new issues which may crop up anent the industry case. Jurisdiction over decrees entered in the suit was retained by the tribunal

of Non-Theattrical Pix

Columbus, July 7.

BJS Roadshows, purveyor of merchant-sponsored free 16 m. films in small towns, were pulled up short when Robert A. Wile, exce secretary of the Independent Theatre Owners of Ohio, warned distributors BJS was exhibiting in towns where there is already a theatre and some major company product has been shown.

Distribs notified Post Pictures, suppliers of the prints, webs.

product has been shown.

Distribs notified Post Pictures, suppliers of the prints, which in turn notified BJS that such showings—in opposition to commercial theatres—are clear violations of Post's contract with the producers of the pictures, who permitted Post to have the films for non-theatrical use only.

3d Major Circuit Gives OK to 'Moon'

Third of the five major circuits has, in effect, indicated its defiance of Hollywood's Production Code Administration via booking of the indic film, 'Moon Is Blue,' which was denied PCA approval. Following deals made for the pic by United Paramount and Stanley Warner outlets, a unit of National Theatres now is set to run "Blue."

Theatres now is set to run "Blue."
National's Alladin Theatre, Denver first-run, is skedded to open the controversial film this month. Booking was regarded as somewhat of a surprise since the Fox Wilshire, L. A. unit of National's subside, Fox West Coast Theatres, earlier cancelled a tentative booking of "Blue" following the pics nix both by the PCA and the National Legion of Decency.

Two remaining chains of the

tional Legion of Decency.

Two remaining chains of the Big 5 which have yet, to enter any pacts for "Blue" are RKO and Loews. Latter circuit, which is still an affiliate of a film company (Metro), is generally regarded as particularly unlikely to take the pic. Angle in this respect is that Loew's-Metro president Nicholas M. Schenck was among the toppers, who ruled against the Otto Preminger-F, Hugh Herbert entry when the PCA thumbsdowning was argued on appeal before the Motion Picture Assn. of America (Continued on page 15)

(Continued on page 15)

Mystery of Vectograph: Polaroid Has a 3-D But It's Still Under Wraps

Company exces this week puzzled over a letter from Polaroid Corp., setting forth details of the Vectograph, the single-strip 3-D system developed by Polaroid, but failing to indicate a date when the process might be shown.

Mystery of Polaroid's policy re the Vectograph deepens, since the company does have a Navy train-ing film, which it made during the war, and could show it just to in-dicate the effectiveness of its invention, which it patented back in

1938.

It's understood that Warner Bros, in particular has been after Polaroid, exces to show the Vectograph, Polaroid is understood to be planning production of a demonstration film. At present, its official position is that it has only stills to show. Distribs have made it clear that they wouldn't consider this satisfactory.

stills to show. Distribs have made it clear that they wouldn't consider hindustry litigation had prevailed, it was made clear, the five major companies would not have been compelled to divest themselves of domestic theatres. At a key point in the hearings he announced from the bench the court's attitude against divorcement.

However, the judgment entered by Judge Hand and his associates which called for numerous trade-practice injunctions but no theatre divorcement. Was, in effect, reversed by the U. S. Supreme Court when appeal arguments were heard.

ZANUCK TO RECEIVE SPG

Western Ave. Lot

Various means of cuting over head, including a plan to sell or tear down all or part of its Western Ave. studio on the Coast, are being mulled by 20th-Fox in a concerted drive to cut down on expenses.

drive to cut down on expenses.
Execs, who see studio output reduced to a maximum 20 Cinema-Scope pix a year from the normal 40 or even 50 films turned out on the two 20th lots, say they are aware of the pressing need for contracting operations, but definite blueprints of how it's to be accomplished haven't as yet been laid out.

out. Feeling is that the Western Ave. out.
Feeling is that the Western Ave.
lot has become unnecessary, in
light of production developments.
Color lab, theatre and some stages
are currently housed there, but
that is seen as no good reason for
continuing to pay taxes and insurance and keeping up facilities.
The one hig plant is seen amply
sufficient for taking care of the
CinemaScope product. Company's
reasoning has been all along that,
with considerably longer runs expected from the widescreen pix,
volume of output could be cut.
Production program at 20th already
has been reduced by \$10,000,000
and may be cut further.
This brings with it the problem
of a high overhead, said to be in
excess of 50%, which prohibits the
lot from turning out any lowbudget
films.

Dropoff in Foreign Pic Imports Reviewed By N.Y. Censor in '52-'53

Number of foreign pie imports reviewed by the New York censor during the year ended April 1, '53, dropped slightly to 547 from the 1951-52 total of 551. Mexico sent through 102 films, taking the lead over China, which headed the list for many years.

Italy with 62 pix, reviewed as against 41 last year, moved up to fourth place this year, reversing positions with Germany, which last year accounted for 53 as against 55 (Continued on page 20)

(Continued on page 20)

New WB Share Divvy

Board of directors of Warner Bros, has declared a common stock dividend of 30c per share, payable Aug. 5 to stockholders of record on July 15.

This is the second such quarterly divvy being paid by the pic company in its new setup. Its former affiliate, Stanley Warner, has yet to vote on divvy action.

N. Y. to L. A.

Edgar Bergen Pandro S. Berman Bing Crosby Reginald Denham Alice Faye-George F. Foley Phil Harris Paul N. Lazarus, Jr. Louis B. Mayer Arnold Moss Paul Mowrey Monty Shaff

Europe to N. Y.

Claudio Artau Edgar Bergen Pandro S. Berman Ape Burrows
Humphrey Doulens
Bill Grady
Charles Munch
Paul Strauss

Those Crazy, Mixed-Up 3-D Kids

Number of amusing complaints from patrons during a recent showing of. Warners' 3-D "House of Wax" has been itemized by Earle Holden, city manager of the Lucas and Avon Theatres in Savannah. As reprised in the current bulletin of the Independent Theatre Owners of Ohio, list includes such beefs as: "Why does the picture blur?", "Why are glasses necessary?" and "Why are my eyes smarting?"

Holden's breakdown leads off (1) with a femme customer query. "Why is an intermission necessary?" Theatre exec pointed out that the picture was so exciting, that the patron didn't want to wait. He explained, as the trailer did, maybe she couldn't read, that it was necessary to run both projectors at once, and had to stop to change reels. Patron wanted to know what a projector was. He told her to be seated, show would go on shortly.

(2) Patron complained about not seeing picture on screen. Had his own viewers. Checked them; they were ordinary sun glasses. Explained Polaroid viewers made especially for 3-D were required. He bought a pair of viewers at 11c and complained about the extra cent.

cent.

(3) Patron complained that picture was blurred. Was trying (o see the images without putting on his viewers.

(4) Several inquiries as patrons came in: "Why are these glasses necessary? The ads said Natural Vision." Explained Natural Vision was a trade name, that it meant picture on screen would be the same as natural vision. They went on their happy way and enjoyed the show.

the show.

(5) Patron phoned to ask if he could see 3-D with double vision. Exce explained courteously that he wasn't an eye doctor, could give no professional advice, but invited him to come down and take a sample look. That he did; could see perfectly, and theatre had another happy patron.

(6) Patron complained of blurred vision. Checked her viewers. She had been eating butter corn and handled the lenses, despite three trailers on the screen cautioning about this, plus a word of advice when she was handed the viewers.

(7) Patron complained eyes were smarting. Checked viewers. He had them improperly folded. They were on backwards. Management said it tries to fold them properly before distributing them.

(8) Several patrons with one eye. No complaint. They wore their viewers and see a fine film in perfect 2-D.
(9) Kid about nine observed strolling in lobby during intermission wearing two pairs of glasses. Said he was ready for 4-D.

Allied Theatre Owners Will Blast 3-D's 50% Rentals at N. J. Meet Today

Still Seek Nat'l Release For Indie 'Hanna' 3-D'er

Tri-dimensional "Hanna Lee" will be passed on to the franchise holders for bookings if it does not succeed on national release as indie. Pic was made by Jack Broder in partnership with Mac-donald Carey, Joanne Dru and

John Treland, who contributed their services to Broder's finances. Now getting first runs in the key citier, film hopes to cash in as an indie the way "Bwana Devil"

Belge Pic Deal Set **On License Switch**

Expected product shortage helped settle a Belgian film deal over the weekend, with a number of distribs agreeing to forego a certain number of. licenses in order to permit Motion Picture Assn. of America prexy Eric Johnston to reach an understanding with the Belgians. Tact, as outlined by Johnston from Brussels and relayed to the foreign managers by phone over the weekend, involves an annual importation limit of 261 pix and remittances of 65%. Under the (Continued on page 15)

(Continued on page 15)

L. A. to N. Y.

Art Baker Frederick Brisson Barbara Britton Robert W. Coyne Helmut Dantine Buddy Ebsen
Leif Erickson
Jerry Fairbanks
Bob Fosse
Mike Garret Paulette Goddard James R. Grainger Mitchell Hamilburg Ben Kalmenson Branislau Kaper Monica Lewis Al Lichtman Don Loper Nick Lucas Maurice Marsac Margaret O'Brien Walter O'Keefe Roy Rowland Robert-Smith Sydney Smith Oleg Tupine Jimmy Wakely

Thorough raking over of 3-D, with distribs at the receiving end of blasts for trade practices relating to the new medium, will highlight the convention of the Allicd Theatre Owners of New Jersey. Meet tees off today (Wed.) at Atlantic City, and winds up Friday (10).

Org's leaders, based on reports Orgs leaders, based on reports from various members, are convinced that under present conditions, nabe and smalltown theatre ops cannot profit from the showing of 3-D films. Although Jersey Allied officials admit that the stercelied officials admit that the stereopix have brought in additional patrons, they charge that the rental terms, usually at 50%, have taken away chances of making coin. Cost of installation of equipment plus current operating costs cannot be overcome under the rental terms (Continued on page 15)

N. Y. to Europe Fran Allison Robert S. Benjamin Bill Birch

Robert S. Benjamin
Bill Birch
Charles Boyer
Hal Boyle
Leo Carrillo
Dick Chaplin
Samuel Chotzinoff
Bob Considine
Mony Dalmes
Faith Domergue
Raoul Pene du Bois
Jerry Fairbanks
Mona Freeman
Robert Fuoss
Gordon Gilmore
Kathryn Grayson
Abel Green
Richard Halliday
Conrad N. Hilton
Constance Hope
Richard Joseph
Eddie Joy
Tom Joyce
Joshua Logan
Leonard Lyons
Mary Martin
Frank McCall
Ann Miller
Ronald Miller
Guy Mitchell
Antonio Moreno
James A. Mulvey
Trex & Jinx McCrary
Tex & Jinx McCrary
Tex & Jinx McCrary Antonio Moreno
James A. Mulvey
Tex & Jinx McCrary
Henry McLemore
C. C. Philippe
Arnold M. Picker Arnold M. Picker
Mrs. Sigmund Romberg
Pepe Romero
Charles Schlaifer
Hans Schweiger
Helen Sioussat
Sämuel Steinman
Burr Tillstrom
Tony & Dorothy Weitzel
Joseph Wershba
Elizabeth Winston
Cobina Wright
Max E, Youngstein

PIX B.O. SCALES IN QUIET RISE

Drive-Ins Total: 3,787

Following is a 20th-Fox compilation of U. S. and Canadian drive-ins, showing 3,787 as of June 27, '53. Comparative totals are given also for 1952.

Branch	1953	1952	Branch		1952
Albany	. 52	51	New Haven	. 21	19
Atlanta	. 278	*317	New Orleans	159	115
Boston	133	110	New York	. 40	38
Buffalo	. 46	42	Oklahoma	. 120	84
Charlotte	387	319	Omaha		25
Chicago	. 71	65	Philadelphia		82
(incinnati	141	124	Pittsburgh		116
('leveland		95	Portland	49	. 37
Dallas		351	St. Louis	108	79
Denver	102	83	Salt Lake		77
Des Moines	42	33	San Francisco		98
Detroit		74	Seattle		32
Indianapolis	97 . I I I I	115	Washington		120
Jacksonville		(*)			
Jacksonvitte	. 124	86	Calgary	17	6
Kansas City		84	St. John	e e	
Los Angeles		78	Toronto		39
Memphis		24			
Milwaukee Minneapolis		47	Vancouver Winnipeg		
			winnine2		. 13

Industry Pitch, 'Let's Win Friends & Influence \$150,000,000 in Pix Abroad'

Innuence 3130,000

Foreign market is stealing the spotlight from domestic problems at both the Motion Picture Assn. of America and the Society of Independent Motion Picture Producers. Whatever producer resentment against this emphasis there may have been in the past, it's now been replaced with recognition for the growing need to safeguard overseas earnings and improve them.

Preoccupation with the job of squeezing dollars out of the foreign market, and making friends & influencing people abroad, is particularly pronounced at the MPAA. It is giving priority to foreign problems over all others.

Reason, in part, is that the industry's current competitive state re 3-D and widescreen doesn't leave much scope for unified producer action at home. Group tried recently to come up with a blueprint for screen standardization, but the company prexies turned thumbs down on the plan.

SIMPP's realization of need to cultivate the foreign market, which accounts for 43% to 44% of the industry's overall income, was expressed two weeks ago, when the industry figured to come to (Continued on page 20)

(Continued on page 20)

Dembow Denies Tie-In Sales Claim

Charge by the Independent Thea ners of Ohio that National Screen Service was demanding tie-in sales in connection with the mental of Viewmaster 3-D lobby displays, was vehemently denied this week by NS sales topper George Dembow. ITOO says NS refused to sell or rent the picture reel to a heatre which did not obtain the Viewmaster display from the accessory company. actessory company.

Oil Strike

Omaha, July 7. Several stars picked up addi-tional dividends last month when the Kugel-Hogsett-Hartman well in northeastern Colorado struck oil.

The Hollywood group, called Cal. Cole. Oil Co., includes Barbara Stanwyck, Humphrey Bogar, Cary Grant, Dennis Morgan, Daniel F. O'Shea and writer Colin

3 Seek Lighter Pixite Tax Load

Washington, July 7.

House Ways & Means Committee on Thursday (9) will hear three film industry witnesses on the proposed changes in the corporate tax laws. Skedded to appear before group tomorrow (Wed.) is Thomas Tarlocau of the Associated Actors & Artistes of America. He pleads for a fairer distribution of the income tax load for performers.

the income tax load for performers.

Three pic industry spokesmen will be William H. Roberts, secretary of the Motion Picture Assn. of America's tax committee; Albert A. Fisher, Loew's attorney, and William W. Owens of the law firm of Dwight, Royal, Harris, Koegel & Casky. All are members of the MPAA tax committee, and will seek benefits for the film companies.

N.Y. Labs' Strike Threat Dims With Walsh Move-In

Threat of another strike by N. Y. Local 702, Motion Picture Laboratory Technicians (IATSE) has dimmed with the entry of IA international prexy Richard F. Walsh into the picture. Local's "wildcat" walkout recently tied up

ADDED HIKES SEEN LIKELY

Delayed in efforts to obtain lief via elimination of the Federal 20% admission tax and faced with operating costs, film-20% admission tax and faced with increasing operating costs, film-houses throughout the country are boosting their entry charges. Hikes do not only apply for high-percentage 3-D pix or "specials," but are becoming the policy for all attractions. Boosts, to a large extent, have been nominal, varying from 4c, to 20c, depending, on type and run of the individual theatre. New boo charges are still below the wicket tab demanded for stereopix and the pre-release "specials." specials.

Indications are that these recent increases are only the beginning of additional hikes. With more and more theatres retooling for 3-D and widescreen, tradesters admit that film patrons will have to shell out more for their pews to enable exhibs to recoup the costs of new installations. Changing trend of picture exhibition with reliance on longruns for special process films, such as Cinema Scope. Todd-AO and Cinerama, will also see hefty hikes in the turnstile price.

Upped-price policy it slowly and quietly taking place in various sectors of the country, but there's (Continued on page 20)

(Continued on page 20)

Ozoners Up 22.7%, **Fox Survey Shows**

one third of 20th-tox's total ozoner biz, a company survey indicates.
Total number of drive-ins in the U.S. and Canada on that same date was 3.787, a 22.7% increase over 1952, when there were 3.089.

1952, when there were 3.089.

Five of the six Canadian ferritories report 114 drive ins in operation now as against only 69 in 52, 20th says. A year ago, only four of the Canadian exchanges had ozoners, with Montreal and St. John the exceptions. Situation now has changed, with St. John boasting six, but Montreal still has none. Toronto outdoor installations have jumped from 39 to 56, with the Calgary total up from six to have jumped from 39 to 56, with the Calgary total up from six to 17.

Importance of the southern and western drive-ins in relation to 20th's overall ozoner take is emphasized by statistics showing that 69.4% of total bookings played off 69.4% of total bookings played off on features at drive-ins Between January and mid-June, '53, came from only 10 branches in those areas. The southern exchanges alone accounted for 56.6% of the drive-in feature playoff. Significantly, the highest increase in '53 ozoner earnings compared with '52 was in the midwest.

Aid on Fed. Tax Repeal

Albany, July 7.

A visit by Robert Coyne, COMPO special counsel, and a group of top New York City exhibitors to Clave opens July 20 in London.

Gov. Thomas E. Dewey, to enlist pits support in the campaign for repeal of the 20% Federal admission tax, climaxed a day's activity weekend to supervise arrange as of Frb. 21, a fire by Coyne last week (30). He previously addressed a meeting of ar a exhibitors at the Variety Club headquarters and showed the short Walsh into the picture. Local's display from the accessory company.

Hasde stems from a request from a theatre in the Shea circuit which according to Dembow, was informed that the display was rented as a unit since the company at that time had only sufficient individual parts available to meet its supply of basic 3-D displays. It would have been inconvenient, Dembow noted, to break up a complete unit and rent the component parts eparately.

Hasde stems from a request from a request from a theatre was adalized to break up a complete unit and rent the component parts eparately.

Walsh into the picture. Local's display (with a seconding to Dembow, was intorned that the first parts individually He said to break up a complete unit and parts available to meet its support in the campaign for repeal of the 20% Federal admission tax, climaxed a day's activity and the support in the campaign from the labs have been going on all last previously addressed a meeting of no further unauthorized work to be made a subject of the part of Local 70.

Hasde stems from a request from a request from while, but work which, according to Dembow, was a tieup of newsreel service.

Talks between the local and the labs have been going on all last previously addressed a meeting of the 20% Federal admission tax, climaxed a day's activity to the Niew Assurance and the previously addressed a meeting of the 20% of the 20% Federal admission tax, climaxed a day's activity and the support in the campaign for the 20% Federal admission tax, climaxed a day's activity of the Niew Assurance and the support in the campaign for the company over the labs week. Latter had Waish's promise of the 20% Federal admission tax, climaxed a day's activity of the Niew Assurance and the support in the campaign for the 20% Federal admission tax, climaxed a day's activity of the Niew Assurance and the very constant the previously addressed a meeting of the 20% Federal admission tax, climaxed a day's activity of the Niew Assurance and the very constant the previously add

'Okla.' Gets Going As Production Plans Are Set; Castings Under Way

80% Old Equipment
BCA's toppers, David Sarnoff and Frank M. Folsom,
are authorities for the statement that 80% of the sound
equipment in motion picture
theatres in America today is
"obsolete and in bad need of
repairs."

repairs."
The electronics people gen The electronics people gen-erally and RCA particularly feel that the new stereophonic directional sound improve-ments "didn't come top soon." because it would have required theatre owners to refool and refurbish anyway.

Trusters Talk On Pix Distribs

Washington, July 7.
Four officials of the Justice Dept's antitrust division are skedded to appear before the Senate Small Business Committee here Friday (10) to testify on film distrib practices. Quartet includes Stanley N. Barnes, assistant attorney general in charge of the division Maurice Silverman who handles most film matters for the division, now: Phillip Marcus and Edwin II Pewett.

The Senate group, which is pre-paring a report on its hearings, originally requested the Justice Dept's views. Latter were submit-ted, but last week the Senate unit sent Justice a letter, stating that more details would be required. Report is being held up pending the officials' testimony.

O'SEAS 3-D BANDWAGON SURGE IRKS U.S. DISTRIBS

COMPO Group Asks Dewey pean sales convention, will be at-

Magna Theatre Corp. moved "Oklahona" into gear last week with Richard Rodgers and Osear. Hammerstein 2d, who'll supervise the pic's production, getting set to test Ridge Bond and Florence Henderson for the lead parts of Curley and Laurey. Other tests are being conducted on the Coast by Arthur Hornblow, Jr., Magna production exec.

Neither Bond nor Miss Henderson has seveen experience, but

Neither Bond nor Miss Hender-son has screen experience, but both have played the "Oklahoma" le d roles in New York and on the road. Rodgers said he wasn't either for or against introducing new faces it "Oklahoma," adding "all I'm interested in is that they have what it takes."

Fred Zinnennann is set to direct

what it lakes.

Fred Zinnentann is set to direct the film at a salary that, according to Mike Todd, prime mover in the introduction of the Todd-AO 65m, widescreen process, runy into six figures. Part of the reason for the high figure is that Todd is in no position to offer Zinnemann a percentage participation deal. Todd himself, who left with Magna board chriman Joseph M. Schenck for the Coast Sunday (5), is going to take, a more active part in production than had been originally anticipated.

Matter was discussed at a Magna board meet in N. Y. last week (1), when the directors approved actions taken so far by the exections taken so far by the exections taken so far by the exections (Continued on page 15)

Brazil to Remit \$10,000,000 to U.S.

totalling \$10,000,000 to \$12,000,000 improved sharply vesterday (Tues.) with Robert Corkery, assistant v.p. of the Motion Picture Assn. of

Determination of producers alroad to join the 3-D bandwagon is causing concern among Amelican distribs. On one hand, they feel it's a good thing because it encourages exhibs to install 3-D equipment. On the other, they fear that inferior quality product unight spoil the market for the American stereo pix in the offine. One concrete example of native effort ruining the public's appetite for more 3-D-American or otherwise—is cited in Hongkong where the Chinese have caught on to the new fad and have flooded the market with their own wetsion of 3-D. Public reaction has been had and the poor bo of a film like. Fort IT' is traced directly to this handicap.

Expect 100 at UA's

London Powwow July 20

United Artists, upcoming Etnopean sales convention will be attended by 100 company reps from England, the Continent, Near Earls and Australia, according to make the selection of the third payments have already been made, with the third date. It's now believed that the third payment will include some if not all of the U.S. distribs, money. Overall Brazilian dish comes to about \$15,000,000.000 insufficient, for cover all outstandings, the India and Australia, according to government is pro-rating payments with a chrohological order of payforeign distribution. Five day con-

Arnold M. Picker, v.p. in charges off established.

foreign distribution, Five day conclave opens July 20 in London.

Picker left N. Y. for England on the Nieuw Amsterdam over, the onlying details, Current earning, as of Feb. 21, are to be remitted. at the official rate.

Tax-Busy Coyne

Robert W. Coyne, special counsel for the Council of Motion Bretuce Organizations. Is due back in New York totlay (Wed.) following Coast huddles with exhibs on the continuing campaign for repeal of the Federal admissions tax.

Coyne will be in Washington later, this week for more confact cork with lawnings is to the 20°5

work with lawmakers te the 20%

Schwartz, credited with all of the songs.

Among the other terp-tune pieces that entertain are "A Shine on Your Shoes," from "Flying Colors," danced by Astaire; Dancing in the Dark," from the stage "Band Wagon," beautifully danced by Astaire and Miss Charisses, "Trip-lets," from "Between the Devil," in which Astaire, Jack Buchanan and Nanette Fabray participate; and the soft-shoe number Astaire and Buchanan do to "I Guess !"I. Have to Change My Plan," from "The Little Show." Miss Charisses solo is "Beggar's Waltz," from the stage "Wagon," and Miss Fabray's is "Louisiana Hayride," from "Colors,"

Plot scrinted by Betty Conden.

stage "Wagon," and Miss Fabray's is "Louisiana Hayride," from "Colors".

Plot. scripted by Betty Comdenand Adolph Green, is the one about a dancing film star whose pictures aren't selling. A couple of writing pals conceive a stage musical for him and the rest of the story is concerned with making the show a success after a flop tryout and weeks of rewriting and new starts. Astaire, as the film star, shows his ability with a song and dance-character. Oscar Levant and Miss Fabray make up the writing team. Miss Fabray make up the writing team. Miss Fabray is given enough chance to display the talent she has shown in legit musicals, and her personality is caught by the rameras. Miss Charlese is an everilling filly, especially when dancing. Levant is his usual phlegmatic self. Buchanan enacts the show's director and costar and is one of the picture's strong-points with his comedy moments.

The musical numbers have been put together with the eye-catching lavishness expected of the M-Glabel, and Harry Jackson's Technicolor photography shows up the physical values well. The dance and musical numbers were designed by Oliver Smith and staged by Michael Kidd Handling of the nusical direction was by Adolph Deutsch.

Little Boy Lost (SONGS)

Tender story of father's search for lost son, with Bing Crosby. Has family audience appeal.

Hollywood, July 7.
Faramount release of William Perihers reduction. Stars Bing Crosby. Claude bauphin. Features Christian. Fourcade, abrielle Undat. Nicole Maurey. Colotte creal. Georgette, Anys. Scripted and discrete and the start of the

The Band Wagon (MUSICAL-COLOR)

Technicolor show biz musical looks set for merry bo, hitches. Metro release of arthur Freed productions are included to the stage "Band Wagon" and server and the stage "Band Wagon" and server camera (Technicolor and missical direction, Adoptip Designation, and the stage "Band Wagon" and server camera (Technicolor and missical direction, Adoptip Designary Jackson; editor, Abdiptip Commission, and the stage "Band Wagon" and server and serv

Heusen tunes are heard during the picture and listen well. They are "The Magic Window," which the picture and listen we.

"The Magic Window," which the
Crosby pipes makes something
special; "Cela M'Est Egal" ("If It's
All the Same to You"), and "A
Propos De Rien." A French-English treatment of "Oh Susanna" by
Crosby and Miss Maurey provides
a rhythmic scene. Victor Young's
background score is another good
point. The French scenes are
heautifully displayed by George
Barnes' expert camera work.

Brog.

The Maze

Exploitation horror feature in 3-D. Sturdy ballyhoo possibili-

Hollywood, July 3.
Allied Artists release of Richard theoremany product the Market Richard Carloon Stars Richard Stars Richard Roman House Starley Fraser, Lillian Bond, Owen McGlweney Robin Hughes. Directed by William Cameron Menzle. Screenplay, Dan Ullman, from Story by Maurice Sandoz; camera, Harry Neumann; cettur, John Fuller; minic, Marlin Skiles. At Hollywood Paramount, July 2, 33. Running time, 30 MINS.

Richard Carlson
Veronica Hurst
Kathezine Emery
Michael Pate
John Dodsworth
Hillary Brooke
Stanley Fraser
Lillan Bond
Owen McGivency
Robin Hughes Gerald McTeam Kitty Murray Mrs. Murray William Dr. Bert Dilling Peggy Lord Peggy Lord Robert Mrs. Dilling Simon Richard Roblar

Allied Artists makes its bid in the 3-D market with an exploitation horror feature that can be ballyhood for sturdy grosses, particularly in those areas where TV sclling can be used to bolster the hoxoffice. It's an old-fashioned thriller that starts slow and builds methodically to a climar that should have chill-seekers screeching.

chartelle burdat, Nicole Maurey, Colette Dereal, Georgette Annys, Scripted and directed by George Seaton, based on store by Marghanita Laski; camera, George Rarnes; editor, Alma Macrorie; score, Victor Young; songs, Johnny Burke, James Milliam Cameron Menzies designed and directed the melodrama to the Christian Fourcade Mancher, William Christian Fourcade Monther Superior Claude Daughin Lean Christian Fourcade Monther Superior Christian Fourcade Monther Superior Christian Fourcade In Superior Chr

Terror On a Train

"Terror On a Train," filmed by Metro in England, was reviewed from London by Vantery Feb. 18, 1953 under its original title of "Time Bomb." Myro placed the Glenn Ford starrer in the "modest category."

Ford starrer in the "modest category."
"Ford," the VARIETY reviewer wrote, "gives the pic marquee appeal but does not lift it beyond the dual class. This is a fairly commonplace type of sabotage yarn, but apart from one oblique reference no clue is given to the political hue of the saboteur. Entire effort is concentrated on making this a suspenseful meller, but the director only partly achieves his object."

a hox hedge maze and come across a family secret 200 years old. Its climatic death frees Carlson from his terrible secret to permit it a

his terrible secret to permit it a happy ending.

The Menzies production design is particularly apt to the horror subject, helping the chiller moments. Richard Heermance's production guidance also delivers values that make the picture saleable in the gimmick market, and Harry Neumann's lensing and the Marlin Skiles score do their part in backing the thriller intent. Dan Ullman scripted from the story by Maurice scripted from the story by Maurice Sandoz.

Brog.

Hannah Lee (3-D-COLOR)

3-D western getting by in program situations on strength of depth process and names.

Hollywood, June 26.

Jack Broder release of Broder Co. production. Executive producer. Jerry Thomas. Produced and directed by John Ireland and Lee Garmes. Stars. Macdonald Carey. Joanne Dru. John Ireland; features Harold J. Kennedy, Ralph Dumke. Stuart Randall. Frank Ferguson, Don Haggerty. Peter Ireland. Screenplay, MacKinlay Kantor, Rip Von Ronkle; based on novel, "Wicked Water." by MacKinlay Kantor, camera. Lee Garmes; editors. Chester Schaeffer, Edward. Sampson. Reviewed June 26, '53. Running time, 78 MiNS.

	June 26, '53. Running	time, 78 MINS.
	Bus Crow	Macdonald Carey
J		
	Rochelle	John Ireland
	Rochelle	Don Haggerty
	Montgomery Britton Alesworth	Stuart Randali
	Britton	. Frank Ferguson
	Alesworth	Ralph Dumke
	Paulson Gare Stiver	Tris Coffin
•	Gare Stiver	Alex Pope
	Mrs. Bainbridge Mrs. Stiver	Kay Rieni
	Mrs. Stiver	Rull. Whitney
	Beven	Dean Cromer
	Miller	Norman Leavin
	First Villager	Paul Keasi
	Second Villager	Robin Morse
	Third Villager	Joe McGuini
	First Cowboy	Title Posting
	Second Cowney	Alas Fennan
	Old Man	Most Mills
	Station Master	Parrie Torler
	Second Woman	Holon Servi
	Sheriff's Wife	Ann Loo
	I and will the trees	Crane Whitle
	Loafer Second Loafer	Charles Kean
	Secting Doniel	thursday arean.

Program situations will find an acceptable entry in this PatheColor western because of its 3-D process and three-star name voltage, but the action carries little persuasion. It's the old one of ranch-owners hiring a killer to scare out intruding homesteaders, with a set of unreal characters.

The Stereo-Cine process is utilized, but system is hard on the eyes and doesn't match up with others, as caught in this viewing. Fault, however, may be due to fact a work print was used, and optics may fare better in a finished and balanced print, While it's obvious that 3-D was used to get in on the gravy wagon, with the exception of a few gimmicks the same effects could have been attained through standard filming.

Macdonald Carey plays a brutal gumman who is paid \$800 a family to get rid of the offending settlers, whether by warning or murder. Electing the latter, he kills off three homesteaders before John Ireland, U. S. Marshal, arrives to clear up situation. Joanne Dru.

Night Without Stars

Night Without Stars, British import recently tradeshown in New York was reviewed from London by
VARIETY April 18, 1951: David
Farrar and Nidia Gray costar
in the Europa Film which
Hugh Stewart produced and
Anthony Pellissier directed.
Original running time of 86
minutes has been trimmed to
73. RKO is distributing in the
U. S.
In appraising the film Clem

In appraising the film, Clem noted that picture was adapted from a book, and is "noveletish in treatment, with an involved story of crooks. It is condensed to concise proportions, which is all to the good, and should appeal to the general run of patrons. Not likely to make the grade for the US, market unless via Farrar's drawing power."

beauteous operator of town's saloon and gambling emporium, finds herself falling for Carey even though she suspects him of the killings, but after a small boy is shot she catches up to Carey and Ireland, shooting it out in the hills, and kills the gunman as he is about to finish off the wounded Ireland. Carey tries to make something out of his role, departing from his usual light portrayals, but character isn't real. Miss Dru, pretty, plays hers straight, Ireland is never sure of himself, possibly because he makes his bow as co-director with cameraman Lee Garmes and was concerned with this extracurricular chore. Frank Ferguson, Ralph Dunke and Stuart Randall play the ranchers who hire Carey. Supporting cast enacts routine characters.

Direction by Ireland and Garmes, who also co-produced, is too leisurely and lightweight, but they give film satisfactory production, values. Garmes also handled the photography. Technical credits are standard, and Stan Jones' song, from which, picture is titled, is used for theme song.

Gun Belt

Gun Belt (COLOR)

Well-made western feature in color with George Montgomery. Tab Hunter and okay action market prospects.

Hollywood, July 1.

United Artists release of Edward Small Global production, Stars George Montgomery, Tab Hunter; features Helen Westcott, John Dehner, William Bishop, can, Rugh Sander, Drock James Milay Sander, Drock James Milay Nazarro. Screenplay, Richard Schayer, Jack Lie Witt; story, Arthur Orloff; camera (Technicolor), W. Howard Greene; editor, Grant Whytook; music, Irving Gertz, Previewed June 30, '53; Running time, 77 Mins.

MIRS.	
Billy Ringo	George Montgomery
Chip Ringo	Tab Hunter
Arlene Reach	Helen Westcott
Matt Ringo	John Dehner
lke Clinton	William Bishop
Dixon	Douglas Kennedy
Kolloway	Jack Elam
Hoke	Joe Haworth
Frazer	Hugh Sanders
Endicott	Willis Bouchey
Wyatt Earn	James Millican
Virgil Earn	Bruce Cowling
Texas Jack	Boyd Morgan
Turkey Creek	Boyd Stockman
Curly	William Phillips
Oliver	Chuck Roberson
Mort	Jack Carry
	back Curry
_	

Western action fans will find this United Artists release good entertainment. Action has suspense, plotting and playing bring it off logically, and Technicolor tints are excellent. Other plus values for release intentions are the names of George Montgomery and Tab Hunter.

Title comes from story twist that has Montgomery, ex-outlaw, buckling on his gun belt again to clear himself of a bank robbery frame and to teach his young nephew. Hunter, that ranching life isn't as tough as outlawing. Since the frame was set up by Montgomery's brother. John Dehner, it's a family affair in the Arthur Orloff story, scripted by Richard Schayer and Jack DeWitt.

Ray Nazarro's direction moves in high gear all the way; so plenty of action excitement accompanies the trouping, which is above parfor the regulation feature oater. Montgomery's hero is expertly valued and plausible, and Hunter comes through nicely as a lad who wants to follow the outlaw trail. Helen Westcott, looking good in a blonde hairdo, is Montgomery's trusting bride-to-be who willingly postpones the wedding so he can clear himself. Villainry is in experienced hands of Dehner, William Bishop, Douglas Kennedy, Jack Flam Joe Haworth and Hugh Sanders.

Edward Small's Gobal production has good values, especially in

Jack Flam, Joe Haword Sanders.
Edward Small's Gobal production has good values, especially in W. Howard Greene's color lensing, the Irving Gertz score and the tight editing by Grant Whytock.

Brog.

Vice Squad

Vice Squad

Okay melodrama about a police captain's work day including murder and a bank robbery, with Edward G. Robinson, Paulette Goddard.

Vited Artists release of Juley V. Levy Arthur Gardner production, Stars Edward G. Robinson, Paulette Goddard.

Vited Artists release of Juley V. Levy Arthur Gardner production, Stars Edward G. Robinson, Paulette Goddard feetures K. T. Stevens, Porter Hall. Adam Williams, Edward Binns, Jay Adler, Directed In Arnold Laven. Screenplay, Lawrence, Roman based on novel, "Harness Bull', Broke Stars, Wilter camera, Joseph F. Broke Stars, Market Goddard Ginny, Previewed July 6, Sa. Running Captain Rarnaby Edward G. Robinson Mona Paulette Goddard Ginny Previewed July 6, Sa. Running Al Barkis Hernel Goddard Ginny Previewed July 6, Sa. Running Al Barkis Hernel Goddard Ginny Previewed July 6, Sa. Running Al Barkis Hernel Goddard Ginny Previewed July 6, Sa. Running Captain Rarnaby Edward G. Robinson Mona Paulette Goddard Ginny Previewed July 6, Sa. Running Al Barkis Hernel Goddard Ginny Previewed July 6, Sa. Running Captain Rarnaby Gard Binns Frankie Pierce West Broke Hortzampt Porter Hall Sarkis Hernel Goddard Ginny Previewed July 6, Sa. Running Al Barkis Hernel Goddard Ginny Previewed July 6, Sa. Running Captain Rarnaby Gard Binns Stars Hernel Goddard Ginny Previewed July 6, Sa. Running Captain Rarnaby Gard Barkis Hernel Goddard Ginny Previewed July 6, Sa. Running Captain Rarnaby Gard Barkis Hernel Goddard Ginny Gard Gard Lawrence Gilbert, Previewed July 6, Sa. Running Captain Rarnaby Gard Barkis Hernel Goddard Ginny Gard Gard Lawrence July 6, Sa. Running Captain Rarnaby Gard Gard Lawrence July 6, Sa. Running Captain Rarnaby Gard Gard Lawrence July 6, Sa. Running Captain Rarnaby Gard Lawrence July 6, Sa. Running Gard Gard Gard Gard Gard Gard Gar

bank robbery and sundry other major and minor crimes, is basis for this okay melodrams. As a program offering it has the familiar names of Edward G. Robinson and Faulette Goddard to swing top position on dual bills.

The Jules V, Levy-Arthur Gardiner production plays off its meller theme without undue emphasis on flamboyant excitement, although there are enough colorful characters sprinkled through the footage to liven the semidocumentary, style of plot handling. Because of the latter, the picture has a tendency to be repetitious in detailing police work, but the pace could be tightened by further editing, since the running time is a bit long at 38 minutes.

Robinson does the expected competent job of the states.

work, but the pace could be tightened by further editing, since the running time is a bit long at 38 minutes.

Robinson does the expected competent job of playing the police captain who arrives at work one morning to find his men looking for the gunnen who had killed a cop during the early hours. The Lawrence Roman script and Arnold Laven's direction build interest in showing how the killing is tied in with a planned bank robbery a scheme thwarted by police vigilance, but which doesn't prevent the desperate kidnaping of a femme bank clerk as a shield. Climax is concerned with saving the girl and getting the last of the wouldbe-robbers.

Miss Goddard is used as the head of an escort bureau whose girls sometimes furnish the police valuable leads. She plays it colorfully. Porter Hall scores as an undertaker who witnessed the cop shooting but refused to talk, because it will reveal to his wife he was stepping out with blonde Joan Vohs. Barry Kelley, uncredited, is good as Hall's oily lawyer. Dan Riss, a police lieutenant; K. T. Stevens, the captain's secretary, and Mary Ellen Kay, the kidnaped girl, are among those doing interesting work in type parts. Edward Binns, Mastermind of the robbery. Adam Williams, Lee Van Cleef and the others, participating in the job are good, as is Jay Adler, a parolee who tips the planned heist.

The United Artists release is based on Leslie T. White's novel, "Harness Bull," and Los Angeles is the scene of the action, ably lensed by Joseph F. Biroc Other credits also stack up, including Herschel Burke Gilbert's background score.

War Paint

War Paint (COLOR)

Effectively tinted, grim story of the cavalry versus Indians meriting bookings for action situations.

Hollywood, June 29.

United Artists release of Aubrey Schenck (Howard W. Hoch) production Stars Robert Stack, Joan Taylor, Charles McGraw; features Keith Larsen, Jete Graves, Robert Wilke, Walter Reed, John Doucette, Douglas Kennedy, Charles Charles Parine, Faul Richards, Dreet Janes Parine, Faul Richard Schener, Start Berkoles and Start St Billings Robert Stack olso Jrady Allison Pnotsky

Grim action, effectively tinted in Pathecolor and filmed entirely in California's Death Valley National Monument Park, features this Urclease, It should give an okay account of itself in regular playdates particularly in those situations where audiences like and buy cavalry versus Indian outdoor actioners.

The Death Valley lenging of the

Corp. Hamilton Martin Perkins

Jeb Kirby

O'SEAS SCISSORING RILES H'WOOD

Fee-TVers' Entertainment Menu

Preference for hit Broadway shows over feature pix was shown by participants of the recent Skiatron Subscriber-Vision toll-TV test in N. Y., a breakdown of reaction cards shows.

Asked whether they would order a variety of attractions if subscription TV were approved, 83.1% replied affirmatively in relation to Broadway hits; 78.9% wanted films; 58.7% said they'd order educational courses; 56.4% indicated they'd go for sporting events; 53.7% would pay for grand opera, and 29.6% wanted children's

Total of 54.9% noted their desire to see four or more of the six programs listed. Overwhelming majority of those polled—93.6%—stated they would pay for TV shows not otherwise available to them.

British Reaction Mixed on C'Scope Tests; Exhibs Caution 'Wait & See'

London, July 7.
There is a feeling of optimism around the 20th Fox headquarters in London that there will be a general switchover to Cinema-Scope exhibition, but this hope is not universally accepted by leading tradesters. For the time being, there are signs that the British industry is maintaining its cautious "wait-and-see" attitude.

dustry is maintaining its cautious "wait-and-see" attitude.

Series of trade and press demonstrations of CinemaScope, organized by Spyros P. Skouras, haveleft the industry with the general impression that the days of the flat conventional screen are numbered. But there remain mixed feelings as to whether Cinema-Scope will provide the answer to the current boxoffice doldrums. Independent exhibs, particularly, have shown themselves noncommittal and are awaiting more positive confirmation of a general swingover to this technique. At 20th-Fox h.g., they claim a wide response from theatre owners and at one stage, it was suggested that more than 1,000 operators were ready to sign up for CinemaScope. This figure is readily discounted in the trade, particularly since no commitment has yet been made with any of the three major outlets.

Prior to leaving for Munich, Skouras disclosed 20th had 250 British CinemaScope orders on hand and that the company was underwriting initial orders to manufacturers to enable them to retool by September.

For the past week, Skouras has been involved in close confabs with J. Arthur Rank and his aide. John Davis, mainly regarding problems of manufacture. According to informed sources, negotiations have been blocked by the British group's lisistence on exclusive manufacinsistence on exclusive manufac-

(Continued on page 15)

April Amus, Biz B.O. Tax \$23,400,000, a \$1,800 Drop; Niteries Up 50G

Washington, July 7.
On basis of May tax collections
the Bureau of Internal Revenue, by the Bureau of Internal Revenue, April was a slow month at the nation's boxoffices. May collections would normally reflect April business and Uncle Sam's May take from the 20% admission tax was only \$23,410,788 from all sources. This was a decline of \$1,800,000 from the same month of 1952, and a drop of \$1,700,000 from tax receipts on April 1953.

About 65% of the tax is estimated to come from picture the

Disney Maps 3 Features

In CinemaScope Process Hollywood, July 7.

Walt Disney will use CinemaScope photographic and projection
lenses and the Miracle Mirror
screen in three feature films,
through a deal with 20th-Fox Contract also calls for a large number
of short subjects, to be filmed in

of short subjects, to be filmed in the same manner. First of the features will be "The Lady and the Tramp," a cartoon, followed by "20,000 Leagues Under the Sea," a live action film. First of the shorts will be "Toot, Whistle, Plunk and Boom," one of Disney's "Adventures in Music" series.

3-D Boon Seen In New Lens: Claim 87% Cut in Heat

Projector gadget that is claimed to remove 87% of the heat at the aperture plate with a light loss of only 5%, has been developed by Ray L. Strawick, Spokane op of the Autovue drive-in theatre there, and an electronic engineer.

Strawick, who intends manufacturing the lens system himself, was in N.Y. last week to discussand show it to interested exhibs. It's to be used for the first time at the Paramount Theatre, N.Y., in connection with the forthcoming 3.D pic. "The Charge at Feather River" if the device is ready in time, says Harry Rubin, American Broadcasting-Paramount Theatres projection chief. Latter has been working with Strawick on the invention.

vention.

Invention was to a considerable extent engineered by Jesuit fathers in Seattle, and all profits after expenses will go to them, Strawick said. Gadget can be easily attached to any projector and will rent to theatres at 30c. a day, Strawick indicated. Potents have been annied. dicated. Patents have been applied

for.

Strawick, whose 1,000-car drive in has a 60-foot picture, asserted that he had reached the light limit in his installation right, now, and

(Continued on page 20)

INCREASED LIGHT MAKES DRIVE-IN 3-D PRACTICAL

CENSOR MOVES ON INCREASE

Increasing racial and political tensions, war and a radically different set of moral values abroad are giving Hollywood new censor troubles in the foreign market. Scissoring appears to be on the increase, with various territories and particularly Australia and Increase, heavy in mora particularity and particularly Australia and Increase.

donesia becoming more restrictive than ever.

Censor fees in the U.S., estimated at about \$3,000,000 animally, are a drop in the bucket compared with the millions spent abroad both to obtain censor certificates, and edit imports to conform to local requirements.

With both the cold and hot wars raging, many countries refuse to be caught in the middle. India, for instance, banned sequences of a Metro newsreel involving the death of Stalin and scenes showing refugees pouring into the Eastern zone of Berlin, Egypt axed "Walk East on Beacon" and "Assignment Paris" with the explanation that it had no Communist party worth talking about, and that, when there was any Red activity, Egyptian security forces were quick to track it down.

Determination not to let in any

down.

Determination not to let in any works the other way Determination not to let in any propaganda works the other way too. Australia banned two Red pix, one a Czech film called "Never Again Lidice" and the other a pseudo-documentary, "U.S. Crime of Bacteriological Warfare," which was put out by the Chinese Committee for World Peace, Spain blue-pencilled dialog in "Malaya" which, in reference to a German, said "greed has a nationality all its own."

Occasionally, countries will turn Occasionally, countries will turn thumbs down on a pic simply because its fiction strikes too close to home. Thus Iran nixed "Mr. Imperium" because it deals with a king who falls in love with an artist-singer.

Allered Brutality

king who falls in love with an artist-singer.

Alleged Brutality

With Indonesia and Ireland among the most censor-happy areas, Australia of late has tightened up, largely on account of alleged brutality in Hollywood imports. Same complaint recurs also in Britain and Belgium, which tend to frown on suggestive dialog, too. Brutality served as an excuse for recent British cuts in such pix as "The Glass Wall."

"Man in the Dark," "The Juggler" and "Quo Vadis."

In uneasy Indonesia there is hardly a film that doesn't get clipped at least a couple of feet. Censors there seissored in recent months films like "Lone Star" (Continued on page 20)

(Continued on page 20)

Briefs From the Lots

Hollywood, July 7.

Harrison Dunham moved his Archway Productions into KTTV studios to produce two 3-D indie films, "Shadow Valley" and "Pirate Queen". John D. Weaver's romantic comedy, "Spring Song," was purchased by U-I and turned over to Ross Hunter for production. Frances Langford will play herself in the USO number in "The Glenn Miller Story" at U-I. Jane Darwell snagged a character role in Filmakers' "The Bigamist." Van Johnson and Dan Dailey will costar with Marilyn Monroe in "Pink Tights," to be produced by Sol C. Slegel at 20th-Fox, starting in November.

Ben Chapman closed a deal to function as well-

DRIVE-IN 3-D PRACTICAL with Marilyn Monroe in "Pink With Monroe in "

New Deals With Glasses Give Eager Distribs Chance to Quit Viewer Biz

UA Boosts Leon Roth To Coast Publicity Spot

In a move designed to tighten the liaison between independent producers and the United Artists homeoffice promotion department, Leon Roth has been upped from UA's assistant publicity manager in N. Y. to publicity coordinator in Hollywood, effective in, the fall, v.p. Max E. Youngstein announced over the past weekend, With UA for the past weekend, With UA for the past 10 years, Roth will function under the direct supervision of ad-pub chief Francis M. Winikus, who headquarters at the h.o. New setup will mean the addition of a couple of new promotion staffers in Golfiam when Roth shifts to the west.

French Seek New Deal as Aid To Their Pix in U.S.

French negotiators this week were reportedly pressuring Motion Picture Assn. of America prexy Eric Johnston in Paris for a new film deal involving a formula that would aid French pix in the U. S. While there is no doubt among foreign managers in N. Y. that any French proposal tallored after the Italian subsidy example will be nixed by Johnston, opinion also prevails that there would have to be some sort of compromise.

It's pointed out that, even should the American companies agree to some sort of arrangement under which the French might set up a counterpart to Italian Films Export in this country, France at the moment doesn't turn out enough suitable pix to make this economically feasible. At the same time, it's doubted that the French would want to repeat on last year's arrangements which called for the setting up of a 300,000,000 francs (\$800,000) fund out of which Incentive payments for local productions and the setting of the setting of the setting up of a 300,000,000 francs (\$800,000) fund out of which Incentive payments for local productions.

(Continued on page 15)

NORD 3-D IN L.A. TEST MID-JULY; FOR 'JURY'?

Nord single-strip 3-D system is due for Coast demonstrations in mid-July, Edward Lachman, Nord sales topper; said in N.Y. Monday (6). He added that the Nord equipment was currently on the way

Canals to Tokyo

Richard Canals, RKO manager in the Philippines since 1949, has been upped to supervisor of the Far Eastern division. He's now en route

coupled with the likelihood of Polaroid Corp. and National Screen

Polaroid Corp. and national sector.
Service, is giving distribs the long-awaited chance of quitting the viewer biz.
Most of the late-comers to the 3-D sweepstakes, like 20th-Fox and Universal, found they didn't have to bother with getting glasses for exhibs anyway, but Warner

and Universal, found they didn't have to bother with getting glasses for exhibs anyway, buit Warner Brös, and Columbia did, and they are anxious to pull out at the eartlest possible moment. "We wish we could be out of it tomorrow," a Col exec commented Monday (6).

Polaroid deal with Mitton R. Gunzburg which gave the latter distribution rights to the Polaroid viewers until July 15, will definitely not be renewed. Polaroid executave been talking to National Screen for some time and a distribution arrangement is understood to be pending. If consummated, it would mean that NSS could handle glasses along with trailers and accessories, with exhibs making their own arrangements.

Gunzburg system never did work out too satisfactorily. Distribs, anxious to safeguard their interest in 3-D plx as well as that of the theatres, originally bought viewers outright for 10c. Later this

viewers out in the charged so that distribe was changed so that distribe with order the glasses, but would plunk down only a le advance ment. Regardless, they freshink payment. Regardless, they fre-quently got stuck, with exhibs managing to secure their own sup-

(Continued on page 14)

'Too Many' Clients Trod Legiter Carpet; Shuberts Bill Cinerama for 14G

Too much biz resulting in "exchestra carpet of the Broadway Theatre, N. Y. has resulted in an unusual hassle between the Shuberts and Cinerama, whose medium was on display at the Shubert

for "reasonable wear and tear."
However, the Shuberts, who wer receiving a perrentage of the br. take, charged the wear and tea was beyond "reasonable." Theatr ops. complained so many people came to see Cinerama that the orchestra carpet was worn out, and characted statements.

orchestra carpet was worn out, and demanded \$14,000 for installation of a new carpet.

Dispute is still unresolved. Shuberts have a substantial sum on hand, which was deposited by Cinerama for restoration purposes. The widescreen outfit still hasn't received all the hill.

ment was currently on the way west.

Lachman said Victor Saville, producer of the United Artists 3-1D release, "I, The Jury," was satisfied with tests of one reel of hispic in the Nord Process, and that it was his understanding Saville planned to have the rest of the film made up in the same method. The Nord system employs only one projector and a single strip of film.

Nord is all set to manufacture the 3-D projection equipment and at the moment isn't anxious to jush its 3-D camera. Lachman asserted. He added that, if Saville gives the go-ahead the Nord equipment would be ready just in time to be of use in the subsequent runs for "Jury," which, he added are the ones that need it most.

Exhibs will be able to Install the Nord Process for "well under \$2,000," Lachman stated

General Artists 3-D camera to his manufacture, when the entry of the importance of the subsequent are the ones that need it most.

Exhibs will be able to Install the Nord Process for "well under \$2,000," Lachman stated

Edmund C. Grainger, Jr., son o C. Grainger, head of the IKK Theatres film booking department, has been appointed an attorney in the tax division in the office of the U.S. Attorney General in Washington.

Eastern division. He's now en route to Tokyo, where he'll headquarter. Canals also will serve as manager for Japan, replacing William Schwartz. Latter is to be given a new assignment.

Washington.

Young Grainger had been associated with the law firm of O'Brien, Driscoil & Raftery for three years.

Previous to this he was with Simpson, Thacher & Bartlett for five years.

First-Runs Upbeating L.A. Week; 'Moon' Smash \$25,000 for Two Spots, 'Maze' Close to \$35,000 at Two

Los Angoles, July 7,
First-runs are mostly upbeating
his week with the weekend hollay trade generally healthy in
ost spots and standout in others,
smash \$25,000 or near is going
"Moon Is Blue" in two small
oweases, with record biz at the
our Star. "The Maze" is an exellent \$35,000 or close at two locaons

ons.

Near sock \$9,000 is shaping for sea Around Us" at the tiny Fine tts while "White Witch Doctor" a hearly \$14,000 at the Wilshire. Dangerous When Wet" is just edium \$15,000 in two sites and til I Desire" a moderate \$20,000 three spots. "Shane," with 6,000 in the fifth week, and linerama" at \$36,000 in the 10th lek, are socko holdovers. Others e fair at best.

Estimates for This West.

Estimates for This Week

Four Star, Riato (UATC-Metropolitan) (900; 839; 80-\$1.20) — "Moon Is Blue" (UA). Smash \$25,000. Last week, Four Star, "Juggler" (Col) (5th wk-5 days), \$2,800.

82,800.

Orpheum, Vogue (Metropolitan-WC). (2,213; 885; 80-\$1.10) —
Dangerous When Wct" (M-G) and Battles Chief Pontiac" (Indie) Orpheum only). Medlum \$15,000. ast week, Vogue, "Lill!" (M-G) 15th wk), \$4,900.

Wilshire (FWC) (2,296; 80-\$1.50) —
"White Witch Doctor" (20th). Hearty \$14,000. Last week, Desert Rats" (20th) (8th wk), 1,100.

Fine Arts (FWC) (679; 80-\$1.50)
—"Sea Around Us" (RKO). Sock
\$9,000 or near. Last week, "Importance Being Earnest" (U) (11th
wk-8 days), finished enforced stay
with \$1,000.

ith \$1,000.

Los Angeles, Hollywood Paraounts (AB-PT-F&M) (3,300; 1,430;
5-\$1.50)—"The Maze" (AA), Exillent \$35,000, Last week, L. A.
ar, "Marshall's Daughter" (UA)
ith Ken Murray, Spade Cooley,
mmy Wakely heading stage bill,
6,000.

ar, "Marshall's Daughter" (UA) ith Ken Murray, Spade Cooley, immy Wakely heading stage bill, 26,000.

Los Angeles, Ritz, Iris (FWC) (1.097; 1,370; 814; 70-\$1.10) — "All Desire" (U) and "Crash of Silace" (U). Moderate \$20,000. Last eek, "Hannah Lee" (Indie) and Loose in London" (AA), \$15,600. Hillstreet, Pantages (RKO) (2-32; 2,312; 60-\$1.10) — "Beast 20,000 athoms" (WB) and "Night Withstreet, Pantages (RKO) (2-32; 2,312; 60-\$1.10) — "Beast 20,000 athoms" (WB) and "Night Withstreet, "RKO) (2d wk). Off to 18,000. Last week, \$39,100. Downtown, Wiltern, Reverly Hills iW) (1,757; 2,344; 1,612; 70-\$1.70) — "Let's Do Again" (Col) and Spaceways" (Lip) (2d wk). Light (7,000. Last week, \$25,000. United Artists, Hawaii (UATC-&S) (2,100; 1,106; 95-\$1.50) — "Arena" (Par) (2d wk). Mild 12,000. Last week, \$17,500, plus 32,000 in four ozoners. Loew's State, Egyptian (UATC) (1404; 1,538; 95-\$1.50) — "Arena" A-G) and "Johnny, Giant Killer" (ip) (2d wk). Dull \$10,000. Last eek, \$14,600. Globe, Uptown, Loyola (FWC) (82; 1,715; 1,248; 70-\$1.10) — Hannah Lee" (Indie) and "Loose I London" (AA) (m.o.). Slow 1,000. Last week, "Shoot First" JA) and "Genghis Khan" (UA). [2,200. Chinese (FWC) (2,048; \$1-\$1.80).

ninese (FWC) (2,048; \$1-\$1.80)
—"Shane" (Par) (5th wk). Great
\$26,000. Last week, \$25,000.

Hollywood (SW) (1,364; \$1.20\$2.80) — "Cinerama" (Indie) (10th
wk). Socko \$36,000. Last week,
\$35,100.

'SHANE' SMASH \$25,000, L'VILLE; 'WOMAN' OKE 7G

Louisville, July 7.

With more temperate thermoeleter readings over the July 4th eckend, downtown houses are etting a heavy play from patrons, latto, with "Shane" wide vision, ercophonic sound film, looks like to biggest thing to hit town in lany a day. "South Sea Woman" the Mary Anderson, is citcking. Girl Who Had Everything," ualled with "Remains to Been" at the State, is shaping for lodest returns.

Estimates for This Week Kentucky (Switow) (1,200; 50-)—"Farmer Takes Wife" (20th) dd "Jalopy" (AA), oke \$4.000. ast week, "Take Me to Town" and "Lone Hand" (U), modest 500.

Mary Anderson (Peoble's) († 200.

Seen" at the State, is shaping for modest returns.

Estimates for This Week
Kentucky (Switow) (1,200; 50South Sea Woman" (WB) and "Savage Frontier" (Rep.) Slow \$5.500. Last week, (84-95) "Arena" (Lone Hand" (U), modest \$3.500.

Mary Anderson (People's) (1,200; 50Good \$7,000. Last week, "Beast (Continued on page 20)

moter" (U). Big \$12.500.

Orpheum (Hamrick) (2,700; 65Woman" (WB) and "Savage Frontier" (Rep.) Slow \$5.500. Last week, (84-95) "Arena" (M-G.) 3D and "Slight Case of Larceny" (M-G.) So-so at \$7,600.

Paramount (Evergreen) (3,039; 10-25)—"The Maze" (AA-3D) and "Loose in London" (AA). Fair, \$7.000. Last week, "Sangaree" (Par-3D) and "Stolen Identity" (Indie). (2d. wk), Good \$8,400.

Broadway Grosses

Estimated Total Gross
This Week \$628,500
(Based on 23 theatres)
Last Year \$538,500
(Based on 21 theatres)

'Feather' Bright \$18,000 in Pitt

Stanley is leading the town with stout blz on "Charge at Feather River, and holds for a second week Harris is offish with "Powder River," Ditto the Fulton with "Francis Covers the Big Town."

Estimates for This Week
Fulton (Slica). (1,700; 50-85)—
"Francis Covers Big Town" (U).
Dull \$5,000. Last week, "Pickup on South St." (20th) (2d wk), okay
\$6,000.

Harris (Harris) (2,200; 50-85)—
"Powder River" (20th). Off to
\$5,000. Last week, "Glory Brigade"
(20th), \$5,500.

Fowder River (2011). On the \$5,500.

Penn (Loews) (3,300; 50-85)—
"Dangerous When Wet!" (M-G).
Up over recent weeks with \$13,000 but a bit disappointing for holiday week. Last week, "Story of Three Loves" (M-G). \$10,000.

Squirrel Hill (WB) (900; 50-85)—
"Tales of Hoffmann" (UA). First time at pop prices and hitting hefty \$3,000, more than enough to hold. Last week, "Queen is Crowned" (3d wk) (U), \$2,000.

Stanley (WB) (3,800; 50-85)—
"Charge at Feather River" (WB).
Great \$18,000 and holds. Last week, "South Sea Woman" (WB), only \$8,500.

Warner (WB) (2,000; 50-85)—
"The Maze" (AA) (2d wk). Better than \$6,000 after fine \$10,000 last week.

'Houdini' \$9,500 Tops Seattle; 'Wet' Oke 8G, 'Woman' Slow \$5,500

Seattle, July 7. With the "Moulin" run of almost

aree months finally ending at the taking "Queen Is Crowned" for second stanza, after fair opener at the Music Hall. At all other firstruns, the fare is brand new for catching the holiday dough. But weather was better for the beaches, however, than inside entertainment.

Estimates for This Week

Estimates for This Week
Blue Mouse (Hamrick) (800; 6590)—"Queen Is Crowned" (U) and
"Promoter" (20th) (2d wk). Nice
\$4,500. Last week, (90-\$1)—"Moulin Rouge" (UA), in 12th week
settled for grand enough \$4,300.

Collseum (Evergreen) (1,829; 65-90)—"Houdini" (Par) and "Slasher" (Lip), Swell \$9,500 to top town. Last week. "Roar of Crowd" (AA) and "Son Belle Starr" (AA), nifty \$8,700

\$8,700.

Fitth Avenue (Evergreen) (2.366; 65-90)—"Let's Do It Again" (Col) and "Ghost Ship" (Lip). Mild \$6.500. Last week, "Farmer Takes Wife" (20th) and "Man on Tight Rope" (20th). Ten days, solid \$11.400.

Liberty (Hamrick) (1.650: 65-90) Liberty (Hamrick) (1,650; 65-90)
"Francis Covers Town" (U) and
"Column South" (U). Fair \$6,500.
Last week, third stanza, four days
of "Beast 20.000 Fathoms" (WB),
moderate \$2,800.

'Beast' Big 11½G, Prov.;

Wet' Refreshing \$11,000

Providence, July 7.

Steady diet of radio and TV plugs have RKO Albee leading the town this week with "The Beast from 20,000 Fathoms." The hot holiday weekend had most theatregoers out of town and cut a healthy slice out of grosses. Loew's State fairly steady with "Dangerous When Wet." Majestic oke with "South Sea Women." Strand opened nicely with "Let's Do It Again."

Estimates for This Week

Albee (RKO) (2.200; 44-65)— Beast from 20,000 Fathoms" (WB) and "Blades of Musketeers" (In-lie). Solid airwayes exploitation

and "Blades of Musketeers" (Indie). Soild airwaves exploitation helping this one to very nice \$11,500. Last week, "Split Second" (RKO) and "Below Sahara" (RKO), fair \$6,500.

Majestie (Fay) (2,200; 44-65)—"South Sea Woman" (WB) add "Bowery Boys Loose In London" (AA). Good \$8,000. Last week, "Powder River" (20th) and "The System" (WB), so-so \$6,000.

State (Locw) (3,200; 44-65)—"Dangerous When Wet" (M-G) and "Fast Company" (M-G) Fairly good \$11,000. Last week, "Arena" (M-G) and "Slight Case of Larceny" (M-G), okeh \$10,500.

Strand (Silverman) (2,200; 44-65)—"Let's Do It Again" (Par) and "Mission Over Korea" (Col). Opened Monday (6). Last week "Vanguished" (Par) and "Fort Vengeance" (AA), fair \$6,000.

Stiff' Sock 32G, 'Stalag' 19G; Philly

Philadelphia, July 7.

Pleasant holiday weekend weather helped stimulate business for new film fare in the downtown area. Pacing the field is the Martin & Lewis starrer. "Scared Stiff," which opened strongly at the Mastbaum. "Stalag 17" also preemed to good biz at the Boyd.

Estimates for This Week

the Boyd.

Estimates for This Week

Areadia (S&S) (625; 85 \\
1.20\)—"Young Bess" (M-G), Very good \(\) 313.500. Last week, "Lill" (M-G) (7th wk), comfortable \(\) 50.000.

Boyd (SW) (2,360; 50-99) —
"Stalag 17" (Par). Nice \(\) \$19,000.

Last week, "Affair with Stranger" (RKO), mild \(\) \$11,000.

Fox (20th) (2,250; 99 \\ \) 1.25) —
"Powder River" (20th). Good \(\) 55.000.

Last week, "Hannah Lee" (Indie), nice \(\) \$19,000.

Goldman (Goldman) (1,200; 50-99)—"All I Desire" (U). Fast \(\) \$16,000.

Goldman (Goldman) (1,200; 50-99)—"All I Desire" (U). Fast \(\) \$16,000.

Mastbaum (SW) (4,360; 90-\) \$1.25)—"Scared Stiff" (Par). Terrific \(\) \$22,000. Last week, "Raiders of Seven Seas" (UA), good \(\) \$10,000.

Mastbaum (SW) (4,360; 90-\) \$1.25)—"Scared Stiff" (Par). Terrific \(\) \$22,000. Last week, "Shane" (Par) (5ft wk), dipped to \(\) \$11,000.

Midtown (Goldman) (1,000; 90-\) \$1.30\)—"Came From Outer Space" (U) (2d wk). Okay \(\) \$14,000. Last week, \(\) \$29,000.

Stanley (SW) (2,900; 50-99)—"Beast From 20,000 Fathoms" (WB) (2d wk). Fair \(\) \$10,000. Last week, \(\) \$7,000.

Stanley (SW) (1,473; 50-99)—"Sioux Uprising" (UA). Good \(\) \$11,000. Last week, \(\) "Maston (SW) (1,473; 50-99)—"Sioux Uprising" (UA). Good \(\) \$11,000. Last week, \(\) "Maston (SW) (1,473; 50-99)—"Sioux Uprising" (UA). Good \(\) \$11,000. Last week, "Maze" (AA). \(\) \$10,000.

Trans-Lux (T-L) (500; 90-\) \$1.50)—"Moulli Rouge" (UA) (17th wk).

Trans-Lux (T-L) (500; 90-\$1.50 "Moulin Rouge" (UA) (17th wk) Exceptional \$8,000. Last week same.

3-D Ups Balto; 'Space' Hot 17G, 'Sangaree' 15G

Baltimore July 7.

Piv grosses show a slight climb here this week with holiday weekend and fresh product as contributing factors, Two new depthies, "It Came From Outer Space" at the Town and "Sangarce" at Keith's, are both strong grossers, indicating large interest in 3-D hereabouts. "Dangerous When Wet" at the Century is proving to be potent while "White Witch Doctor" at the New looks okay.

Estimates for This Week Century (Loew's UA) (3,000: 20-70) — "Dangerous When Wet" (M-G). Brisk \$13.500. Last week, "Scandal at Scourie" (M-G), \$6,200 for 5 days.

"Scandal at Scourie" (M-G), \$6,200 for 5 days.

Hippodrome (Rappaport) (2,100; 50-\$1.25)—"The Maze" (AA) (2d wk). Dipping to \$7,800 after \$14,000 opener.

Keith's (Schanberger) (2,400; 45-\$1.10)—"Sangaree" (Par). Steady (Continued on page 20)

Heat, Holdovers Slow D.C. Boxoffice: 'Scandal' \$18,000, 'Scared' \$12,000

Key City Grosses

Estimated Total Gross
This Week ... \$2,523,300
(Based on 22 cities, and 205
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year ... \$2,216,760
(Based on 23 cities, and 191
theatres.)

Beast' Slick 23G, 'Maze' 19G in Hub

Boston, July
Biggest noise this sesh is "From 20,000 Fathoms" at Merial, with rest of town not too rial, with rest of tear, "The for this time of year, "The Paramount and for this time of year, "The Maze," at the Paramount and Fenway, shapes fairish. "Danerous When Wet" opened fairly strong at the State and Orpheum Sat. (4). "Houdini" at the Met is mild but "Let's Do It Again" at the Astor, fairly good.

Do It Again" at the Astor, fairly good.

Estimates For This Week
Astor (1,500; 60-\$1.20)—"Let's
Do It Again" (Col). Steady \$11,500
shapes. Last week, "Volcano"
(UA) (2d wk). Sluggish \$4.100.

Boston (RKO) (3,000; 50-90)—
"Sioux Uprising" (U) and "In Old California" (Rep-reissue). Near\$8,500 looms. Last week, "Kiss of Death" (20th) and "Road House"
(20th) (reissues). Fair \$7,500.

Exeter (Indie) 1,300; 60-\$1.)—
"Queen is Crowned" U) (5th wk).
Holding to oke \$11,000 for fifth stanza following neat \$13,000 for fourth.

Fenway (NET). (1,373; 60-\$1)—

fourth:

Fenway (NET) (1,373; 60-\$1).—

"The Maze" (AA) and "Soa of Belle Starr" (AA). Nice \$5,000. Last week, "Jamica Run" (Par) and "Spaceways" (Lip). Fair \$4,000

Last week, "Jamaica Run" (Par) and "Spaceways" (Lip). Fair \$4,000.

Memorlal (RKO) (3,000; 50-90)—
"Beast From 20,000 Fathoms" (WB) and "Siren of Bagdad" (Col). Leading town with slick \$23,000. Last week, "Francis Covers Big Town" (U) and "Glory at Sea" (Indie). Slender \$10,000.

Metropolitan (NET) (4,367; 50-90)—"Houdin" (Par) and "Murder Without Tears" (AA), 50-so \$14,500. Last week, "Scared Stiff" (Par) and "Vanquished" (Par). Not bad \$15,-000 for second week.

Orpheum (Loew's) (3,000; 50-90)—"Dangerous When Wet" (M-G) and "Glass Wall" (Col). Acceptable \$15,000. Last week, "Fort Ti" (Col) and "Problem Girls" (Col). Built to nice \$16,500.

Paramount (NET) (1,700; 60-\$1)—"The Maze" (AA) and "Son of Belle Starr" (AA). Good \$14,000. Last week, "Jamaica Run" (Par) and "Spaceways" (Lip), \$10,500.

State (Loew's) (3,500; 50-90)—"Dangerous When Wet" (M-G) and "Glass Wall" (Col). Fair \$7,500. Lust week, "Fort Ti" (Col) and "Problem Girls" (Col). Oke \$9,000.

Holiday Parke Cingie Wal

Holiday Perks Cincy; 'Wet'

Holiday Perks Cincy; 'Wet'
Brisk 11G, 'River' Fast 19G

Cincinnati, July 7.

Holiday help is apparent in general improvement of trade at major houses this week. A better-than-par lineup of new bills is fronted by "Charge at Feather River," which is lifting the Albee to a tall-take. Palace has a winner in "Dangerous When Wet" and Keith's appears stacked in clover on "White Witch Doctor." "Story of Three Loves" at the Capitol and "Remains To Be Seen" at the Grand shape so-so.

Estimates for This Week
Albee (RKO) (3,100; 75-\$1)—
"Charge at Feather River," (WB). Sock \$19,000. Lask week, "Arena" (M-G), \$10,500.

Capitol (RKO) (2,000; 55-85)—
"Story of Three Loves" (M-G) and "A Slight Case of Larceny" (M-G). So-so \$6,500. Last week, "Jamaica Run" (Par) and "Monsoon" (UA), \$6,000.

Grand (RKO) (1,400; 55-85)—
"Remains to be Seen" (M-G) and "Bright Road" (M-G). Mild \$6,000.
Same last week for "Beast From 20,000 Fathoms" (WB) (m.o.) at 75-\$1 scale.

Keith's (Shor) (1,500; 55-85)—

20,000 rations (WD, Mills, St. Stale, St. Scale, Keith's (Shor) (1,500; 55-85). White Witch Doctor" (20th Pleasing \$7,500. Last week, "Fracis Covers Big Town" (U) \$6,000 Palace (RKO) (2,600; 55-85). "Dangerous When Wet" (M-C Brisk \$11,000, Last week, "Drea Wife" (M-G), \$10,000.

Washington, July 7.

Situation is spotty in the mid town film showcases, due to hea and several holdovers. Two 3-lopuses. "Fort Ti" and "It "small" and "From Outer Space" are setting a siziling pace. Second week o "Scared Stiff" has slumped: "Jug gler" is gathering boxoffice pace while "Scandal At Scourie" movealong comfortably.

Estimates for This Week

Capitol (Loew's) (3,434; 55-95-

Estimates for This Week

Capitol (Loew's) (3:434; 55-95)—

"Scandal At Scourrie" (M-G) plus vaude. Pleasant \$18.000 Live week; "Arena" (M-G) plus vaide at tilted scale, nice \$22.000.

Columbia (Loew's) (1,174; 55-85)—

"Farmer Takes Wife" (20th) so-so \$8.000. Last week, "Desert Rats" (20th) (2d wk) \$5.000 for five days.

Dupont (Lopert) (372; 55-\$11—

"Magic Box" (Indie) \$4,500. Last week, "Man on Tightrope" (20th) 6th wk), \$2,900 for five days.

Keith's (RKO) (1,948; 90-\$1.25)—

"It Came From Outer Space" (U, Sock \$25,000 at tilted scale. Last week, "Gunsmoke" (U). Thin \$7,000 at regular scale.

\$7,000 at regular scale.

\$7,000 at regular scale.

Metropolitan (SW) (1,200; 55-85)

"Tall Texan" (Lip), fair \$4:500.
Last week, "Tarzan She Devil"
(RKO) \$4,600.

Palace (Loew's) (2,370; 55-85)

"Scared Stiff" (Par) down to \$12.
000 for second week after a potent
\$21,000 in initial stanza.

Playhouse (Lopert) (435; 55-\$1)

"Lill" (M-G). Handsome \$5.000
for 4th week and holds. Last week,
\$6,400.

for 4th week and holds. Last week, \$6,400.

Warner (SW) (2,174; 90-\$1.25) —

"Fort Ti" (Col). Boff \$25,000 for this 3-D opus at advanced prices, particularly good since film is day and dating with the first run nabe Ambassador Theatre. Last week, "Beast From 20,000 Fathoms" (WB), \$11,400.

Trans-Lux (T-L) (600; 55-\$1) —

"Juggler" (Col). Cozy \$7,500 for "Juggler" (Col). Salome" (Col) \$3,200 for 12th and final week.

Portland Perky With 'Witch' Sharp \$10,500, 'Ft. Ti' Hot 9G, 'Wet' 5G

Portland, Ore., July continues to perk at ne product shapes best at the Orpheum and Oriental. "Fort Ti" is also faring well at the Paramount "Lili" goes into a seventh frame after increased biz last sesh at the Guild

Guild.
"Dangerous When Wet? holds a second stanza at the United Artists after a sad opener. "Wet? had a big promotion stint by field man and house manager and no returns. Solid dualer at the Broadway may be sleeper.

Estimates for This Week
Broadway (Parker) (1,890; 65-90)
—"It Happens Every Thursday"
(U) and "The Lone Hand" (U),
Mild \$5:500. Last week, "By Light
of Silvery Moon" (WB) and "Queen
Is Crowned" (U) (2d wk), \$8,100.
Guild (Parker) (400; \$1.00)—
"Lili" (M-G) (7th wk). Tall \$2,300.
Last week, built to \$2,400. Film
has grabbed over \$17,000 prior
innings at this small art spot.
Liberty (Hamrick) (1,875; 65-90)
—"Dream Wife" (M-G) and "Code
Two" (M-G), Good \$8,000. Last
week, "Remains To Be Seen"
(M-G) and "Fast Company" (M-G),
\$7,300.

"Fort Ti"
ices. Excellent \$ 75-\$1.10)—"Fort T!" (Col., a vanced prices. Excellent \$8.80 Last week, "The Maze" (AA) at "Loose In London" (AA), upp prices, \$8,500.

United Artists (Parker) (890: 6 90)—"Dangerous When Wet" M*-(2d wk). Thin \$5,000. Last wee sad \$5,200 after big promotion.

H. O.'s Lift Chi Despite Heat; 'Blue' Smash 38G, 2d; 'Sioux'-Damone Hefty \$43,000, 2d; 3-D 'Lee' Sock \$15,000

Chicago, July 7.

Hot weather over the Fourth bit
to weekend matinees, but the
hop filled up nighttimes to standtit bix at most houses. Overall fare
good lure for out-of-towners, and
hile four new bills bowed in. round entries are drawing

3-D pic downtown is "Hanna

ws, and "Lili" heads for \$4,500 at the Ziegfeld. e" rides on to excellent \$22, r fifth frame at the State-

Estimates for This Week icago (B&K) (3,900; 98-\$1.25) reat Sloux Uprising" (U) (2d with Vic Damone onstage. s for fast \$43,000. Last week,

is for fast \$43,000. Last week, 200. [1,200; 55-98]—
nan Lee" (Indie) and "Siren of lad" (Col). Sole 3-D entry id reap excellent \$15,000. Last c, "Jack McCall, Desperado" and "Battles of Chief Pontiac" (1st wk), \$9,000. [55-98]—
ry of Three Loves" (M-G) (3d Fine \$10,000. Last week, same: riental (Indie) (3,400; 98)—
gerous When Wet" (M-G) (2d Comfortable \$22,000. Last c, \$28,000. Last c, \$28,000.

enews (Telemanagement) (600 White Splendid \$8,000. Last \$12,000.

wk). Splendid \$8,000. Last k, \$12 000. nited Artists (B&K) (1,700; 55-Beast from 20,000 Fathoms" and "Magnetic Monster" (2d wk). Off to \$17,000. Last k, \$30,000 Is Blue" (UA) (2d, Still booming at terrific \$38.—Last week, \$40,000. Last week, \$40,000. Splendid (Indie) (587; 98)—"Sevendid Sins" (Indie). Brilliant (100) from art patrons. Last week, ar and Desire" (Indie) and the Brute" (Indie) (3d wk), 100.

Ziegfeld (Lopert) (485; 98)—
"Lili" (M-G) (4th wk). Lively \$4.500. Last week, \$4,800.

'Shane' Sock 23G Tops Denver; 'Powder' \$22,500

Neek, Sengary 19,000, er (Fox) (2,525; 50-85) — cis Covers Big Town" (U) Homesteaders" (AA). Poor 0. Last week "South Sea n" (WB); and "System" (WB);

the s Covers Big Town"
(Continued on page 20)

Film gross estimates as re-ported herewith from the vari-bus key cities, are net; i. e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include, the U.S. amusement

Feather' Hot 16G. Cleve.; 'Wet' 141/2G

(Loew's) (3,450; 55-85 ous When Wet" (N

'Space' Terrif 30G In Rainy Toronto, 'Pickup'

Neat 11G, 'Arena' 13½G

Toronto, July 7.

Despite two-day downpour, with z generally off, "It Came From uter Space" has crashed through

'Wet' Solid \$13,000 Det.; 'Maze' 6G

Adams (Balaban) (1,700; 95-\$1.20)
"I Love Melvin" (M-G) and "Fast Company" (M-G). Fair \$7,500. Last week, "Arena" (M-G), \$11,000.
Broadway-Capitol (Korman) (3,-500; 70-95) — "Glory Brigade" (20th) and "Powder River" (20th) (2d wk). Average \$9,000, Last week, \$14,500.

Music Hall (Cinerama Produc-ions, 1.236; \$1.40-2.80)—"This Is Zinerama" (Indie) (16th wk). Slackoff to \$27,000. Last week, 127,500.

Indpls. Hotsy; 'Wet' Slick 11G, 'Space' Nifty \$12,000

ooks to lead town with nice figure t Indiana. "Dangerous When yet," at Loew's; and "White Witch loctor," at Circle, are others in key class.

d "Iron Mountain Trail" (Rep., verage \$9,000, Indiana (Cockrill-Dolle) (3,200;

(Continued on page 20)

Star P.A.'s Push 'Again' To Fat 9G, 'Witch' 18G; K.C. Biz is moderately good for the holiday week, with strong entries in "White Witch Doctor" in the Fox Midwest first -runs and "Dangerous When Wet!" at the Midland. Paramount doing okay with "Let's Do 1t Again," kicked off by personal appearances three opening days by Aldo Ray. Rose-'Wet' Fine 125G, 'Beast' Thinner 67G

"White Witch Doctor." First three pix are registering exceptional biz for this time of year.

Deluxers found the holiday take somewhat disappointing since most New Yorkers left town to take advantage of pleasant weather, which displaced last week's heat wave. Breach usually is filled by tourists but latter failed to fill the gap.

"Melba" (UA) (2d wk). Second frame ended today (Wed.) held to strong \$32,000. Opening week was solid \$38,000.

Criterion (Moss) (1,700; 85-\$2.20)

"5,000 Fingers" (Col) (3d wk).

Holding to fair \$11,000. Second stanza ditto.

Fine Arts (Davis) (468; 90-\$1,80)

"Fanfan the Tulip" (Indie) (10th wk). Ninth frame ended Sunday (5) eased to \$6,300 after \$6,500 for eighth week.

Guild (Guild) (450: \$1-\$1.50

Parls (Indie) (568; 90-\$1.00—
"Seven Deadly Sins" (Davis) (9th wk). Eighth round ended Sunday (5) was nice \$10.000. Seventh week nabbed \$9.500.
"Rivoli (UAT) (2,092; 95-\$2)—
"Salome" (Col) 415th wk), Holding nicely at \$11,000 after \$12,500 last week. "Dream Wife" (M-G) due in July 22.

Radio City Music Hall (Rockefellers) (5,945; 90-\$2,40)—"Dangerous When Wet" (M-G) and "stage-show (3d wk). Third and final stanza ending today (Wed) looks comfortable \$12,000 after fancy \$126,000 for the second frame." Band Wagon" (M-G) opens to-

Holiday Exodus Hurts Mpls. B.O., But 'Wet' Hot 9G; 'Maze' Thin 8G Minneapolls, July 7. While pleasant holiday weekendused slow start all around, at

New Paris Femme Revues Bouncy, Nudey & Saucy; Good Tourist Draw

Paris, July 7.

Two new femme revues have opened here for the summer trade, which regully shows a preference for nuclity and gaiety, rather than any serious content in their legit attendared. The revues, at the Theatre Daunou and Capucines, have all the standards of bared breasts, skits and insouciance to please the not-too-discriminating tourists and French provincial trade.

Both arc a peg under the price levels of the big spec draws, the Folies Bergere and the Casino De Paris, with a top of \$2.50 and with tales being easier to get Daunou has Robert Dhery's "Ah, Les Belles Bacchantes," and the Capucines bouses Mitty Golden's new yerson of his normal summer were the programment of the capucines of the programment summer were presented to the capucines of the programment summer were presented to the capucines of the programment summer were presented to the capucines of the programment summer were presented to the capucines of the programment summer were presented to the programment summer were presented to the programment of the programment summer were presented to the programment of the programmen

Capucines houses Mitty Golden's new version of his perennial summer show, "Paris Galant '53."

"Paris Galant '53" is in two acts and 30 tableaux, and was written by Jean Givais and Hemge, with staging by the authors, choreographel by Luska, decors by Pellegry and new music by Goldin. Show moves fast, but lack of imagination, in costumes and choreography give this a burley rather than revue air.

Certain skits are yockful and appreciated by the aud but, on the whole, this is a fair fair-weather fill-in. Edith Georges supplies a

whole, this is a fair fair-weather fill-in. Edith Georges supplies a saucy music hail presence to liven things up, and Fortunia a tawny chassis and some exuberant terp numbers. Piece suffers from non-descript costuming. However, this had a full house when caught, and bids to do good biz this season.

"Ah. Les Belles Bacchantes" is a spoof on femme shows in a mixture of revue and "Hellzapoppin" tactics. The girls are classy nudles, but lack of terp ability is almost funny, and a series of interruptions as thesps enter the melee from the aud is good for a lot of laughs. Mugging and timing of Louis De Fumes is fine as the house detective who gets into the act, and Colette Brosset registers as an ingenue who is shocked and peeved when she keeps ending up as a nudey and strip replacement. Show will probably have a nice run.

Mosk.

Boff B.O. 'Queen' Yanked, Sub Native Pic, by Order Of Arg. Amusement Czar

Buenos Aires, June 26.
Among the Argentine public, "A Queen is Crowned" has caused the biggest b.o. sensation to date. Released day-and-date at the Premier and Ideal, advance booking sold out both houses for an entire week, with queues forming in front of both theatres at 8 a.m. (the boxoffice does not open until 10), and extending for several city blocks.

Entertainment Board is ed to term "programming pleased to term "programming requirements," in spite of exceedrequirements," in spite of exceeding holdover terms, the picture was yanked off the Premier screen after only a week, to make way for a native production. It continues on the screen of the 1,000-seat Ideal only, and is being splash-released in a number of rabe theatrex.

pleased to term "programming requirements," in spite of exceeding holdover terms, the picture was yanked off the Premier screen after only a week, to make way for a native production. It continues on the screen of the 1,000-seat Ideal only, and is being splash-released in a number of nahe theatres.

By contrast. "La Pasion Desnuda" "Naked Passion") (Sono) has been held at the Opera for nine weeks, although the holdover is not met.

A recent extra-official order from the Entertainment "czar" for-birds any theatre manager switching a native picture from a first-run screen, unless the solon has been consulted, even if the favorable protectionist terms are not being met.

London Film Notes

London, June 30.

Due to his success in his last picture. "Top of the Form," Ronard Shiner has been given contract by J. Arthur Rank, with pic to be made early next year. After his starring part in ABPC's "Will Any Gentleman." from the play by Vernon Sylvaine, John Periwee has been given a long-torm contract John Redway, assistant casting director of ABPC, has quit to take up an exce film, to the Adelphi, at the Adelphi, at the Adelphi, at the Adelphi,

Brit. Producers Now to List Pix Labor Costs

List Pix Labor Costs

London, July 7.

New regulations governing British production, which were introduced as a sequel to the failure of
"Monsoon" to get a quota ticket,
came into force last week. They
took the form of an amendment to
the Cinematograph Films Registration Regulations.

Main feature of the new regulation is the necessity for including
an estimate of the value of labor
or services in every British film,
whether "rewarded by deferred or
contingent payment."

Amendment also demands that
feature films involving less than
\$31,500 in labor costs must show
the payments sof every person who
received \$140 or more, Each member of the unit has to be itemized
separately.

Propose Big Techni Lab In Aussie: Would Save U. S. Distribs Thousands

Sydney, June 30. major Technicolor laborator Sydney, June 30.

A major Technicolor laboratory may be set up here within the next few months as a move to save distributors the terrific import duty of eightpence (8c) per foot on color films. It's reported the plant may be established by Ray Vaughan, chief of Filmcraft laboratories, local concern long operating here. The Motion Picture Assn. of America has protested against the unfairness of this because a 10,000-foot tinter costs an American company \$8,000 duty if only 10 prints are required for this market. Each such print costs \$800 duty. The complaint of distribs was based on the fact that U. S. distributors send in a master print on all black-and-white pix which is impossible with tinters at the present time. Result is that without any color lab here. Yank companies have to pay the duty on every print.

have to pay the duty on every print.

Majority of distribs here import to to 20 prints on ace Technicolor pix to cover commitments. The new processing local setup will call only for one "mother" print. Over one year the saving to distributors would be tremendous.

Filmcraft, under Vaughan and Claud C. Carter, has long been recognized here as one of the biggest processing units outside of Hollywood. Technicolor bid is seen as one of the most important moves in the South Pacific zone since the advent of talking films. advent of talking films.

Cuba Legion of Decency Shuns Italo Pic. 'Love

Havana, June 30.

The Legion of Decency here is organizing public protests against the Italian film, "The Woman Who Invented Love," but the police have been ordered to arrest Legion

Cast T. S. Eliot Legiter

Lasi 1. D. Enot Legiter

Edinburgh, July 7.

Isabel Jeans, the English actress, has been added to cast of T. S. Eliot's new play, "The Confidential Clerk," set for world preem at this fall's, Edinburgh's Festival Aug. 25. Alan Webb, last here at the 1951 Festival as Higgins in "Pygmalion," is also inked for a lead role, plus Paul Rogers, Alison Leggatt and Peter Jones in support parts.

Lead players already named are Margaret Leighton and Denholm Elliott. Play, presented by Henry Sherek, will be directed by E. Martin Browne.

New Widescreen Method, Cinepanoramic, Will Get Paris Preem in October

Paris, July 7.

Coming on the heels of the CinemaScope demonstration here is the announcement of a new widescreen panoramic process that is similar to the Scope method. Bandwagon proceedings of new firm, Cinepanoramic-D.C., is cashing in on the big panoramic interest here since the Scope showing.

A spokesman for the new company states that Cinepanoramic consists of a special lens to compress the image, called an Anamorphot, a decompressor for the projector, and a special screen called the Panlight.

called the Panlight.

Method is the same in principle as the CinemaScope, but there is no stereophonic sound involved in the package. Company feels this can be supplied by French electronics companies. Screen is claimed to have three times the luminosity of the average screen, and in size (1 to 2.5) and fabrication is very much like the Magic Mirror Screen.

Cinepanoramic has stated that

Cinepanoramic has stated that a demonstration will be given in October, and that 20 lenses would be ready for delivery in November, 40 in December and 80 in January, '54. Company claims that it will be able to equip 100 houses here early next year. Lens is the patented Anamorphot, which firm says is an invention of Prof. Ernst Abbe, an associate of Carl Zelss, who died in 1905. French aspects of production are being played up, and it claims that its lens is more practical than the CinemaScope lens, for its parts are interchangeable, whereas the Scope lens is not.

BRITISH GOVT. NIXES **CUT IN ADMISH TAX**

London, June 30.
Strenuous but vain efforts were made by both parties in the House of Commons last Monday (22) to alleviate the burden on picture alleviate the burden on picture houses by cutting the entertainments tax. Tom O'Brien, General Secretary of Theatrical and Kine Employees Union, stated it was a serious matter to go on taking taxation from an industry which stood a risk of going out of existence.

said the first-night parties and furs gave a false impression of luxury in the cinema trade, and

luxury in the cinema trade, and agreed the industry was facing difficult times.

He refused to lighten the tax on cheaper seats in small picture houses, claiming that attendance figures had improved slightly this year, but had now dropped again.

Actor's Hand-no-Cuffo

Actor's Hand-no-Cuffo
London, July 7.
Performance of a new revue
at the Irving Theatre, Leicester Square, had to be abandoned last Thursday (2) after a
member of the cast, Philip
Dale, failed to extricate himself from a pair of handcuffs.
The actor was rushed to
Shaftesbury Ave, fire station,
but firemen refused to cut
them off, fearing he might be
a convict. He was eventually

a convict. He was eventually taken to Bow St. Police Station, where a sergeant cut through the connecting rod with a blade,

By the time he returned to the theatenan heavy and to be

the_theatre_an_hour-and-a-half later, the audience was leaving and patrons were being offered free seats for subsequent performances.

Soviet Zone Berliners Snub Red Pix, Favor Almost Anything Else

Probe Mexican Censors' 'Lewd' Nix of 'O.K. Nero'

Mexico City, June 30.
All 16 members of the newly All 16. members of the newly-formed Cinematographic Art Coun-cil composed of cabinet ministers and pic industry reps, are to wit-ness the Italian film. "O. K. Nero." at a private exhibition to decide whether or not its ban by the cen-sors, on ground of "gross Im-morality," stands.

Emergency meeting of the coun-cil, called by Secretary of the In-terior Angel Carvajal, proposed that Carvajal himself make the dethat Carvajal himself make the de-cision. But he refused and passed the buck. He said he considered it unfair that one man's opinion rule, and that interests of all con-cerned would be better served, if the entire Council rendered a rul-ing after actually seing the pic.

Brit. Exhibs Split on How to Protest Govt. Nix of Admish Tax Cut London, July 7.

Suggestions that British exhibs should stage a national demonstration to protest rejection by the government of the claim for admission tax relief is leading to a rift between major sections of the industry. The initiative for action, industry. The initiative for action, taken by J. Arthur Rank, has met with wide response from many indie theatres. But there has been a negative reaction from the Associated British group, which controls more than 400 houses, to the idea of a national holiday or an all-round reduction in prices to rob the government of their tax share.

while the issue is being freely tossed around in provincial branches of the Cinematograph Exhibitors' Assn., a word of caution has been uttered by the CEA general secretary. Walter R. Fuller, who, warns that there would inevitably be retaliatory action on the part of the government.

Idea of a national protest was

Idea of a national protest was first voiced at last month's CEA summer conference. When the official thumbsdown came a week later in the House of Commons to the tax relief amondment year. later in the House of Commons to the tax relief amendment, pro-posed by former Board of Trade prez. Harold Wilson, the exhibit-ing industry moved into increas-ing activity. Informed opinion holds the view that the trade will not prosecute the proposal of a national closure of theatres for a period of about one week, but that some other more practical steps will be considered.

Brazil Prexy Signs Decree for Pix Fete

Rio de Janeiro, June 30. President Vargas has signed decree establishing an organization

committee for the First Interna-tional Film Festival of Brazil, Fete Committee will consist of two reps each from the ministry of foreign affairs and of the ministry of edu-cation as well as one each from three other government ministries plus the head of the Brazilian Motion Picture Critics Assn.

Festival is scheduled to be held

in Sao Paulo Feb. 12-27, 1954, as part of the city's fourth centenary celebration.

U.S. 3d Air Force Takes **Over Denham Studios**

London, July 7.

Denham Studios, shuttered for more than 18 months, have been leased by the J. Arthur Rank Organization to the U.S. Third AirForce. The lot will be taken over immediately and used for storage

leased by the J. Arthur Rank Organization to the U.S. Third Air Force. The lot will be taken over immediately and used for storage purposes.

The Denham Studios, with seven stages, were built before the last war by Sir Alexander Korda and were-later-taken-over-by-L-Akthur Rank. Since the production crisis in 1949, Rank has closed studios at Shepherds. Bush, Islington and Highbury.

Berlin are resisting Russian and satellite propaganda pix and, instead, are giving a heavy play to Western films whenever they have the chance, according to a Wash. ington bulletin from the U.S. State Dept.

State Dept.

Bulletin relays a document brought to West Berlin by a Sqviet Zone refugee employee of the "State Committee for Film Matters." Says the State Dept. "Although the report hists among the films shown in recent months 31 so-called phogressive, or Communist propaganda films, and only two Western films, the Western films plus showings of old pre-Hitler German, films, accounted for 47.7% of the total film attendance in the Soviet Zone in 1952. Zone in 1952.

Zone in 1952.
"The report noted with concernite popular preference for Western films, remarking that attendance at Soviet films dropped off 3,000,000 in 1952, compared with 1951. The preference of Soviet Zone, residents for comedies over 20 years old, rather than the latest Soviet product, has long been a thorn in the side of Soviet Zone film officials."

3-D's Gradual Growth in France: 'By Evolution Rather Than Revolution'

Paris, July 7.

Big exhib confab opening in Nancy this week, under the aegis of the Congress of the National Confederation of French Cinemas, will focus the attention on the new technical advances now making themselves felt in pic circles here. The big screen televising of the Coronation, the advent of 3-D, and the CinemaScope demonstration, have shown exhibs here that these new advances cannot be ignored.

new advances cannot be ignored.

Though its predecessors, "Bwana Devil". (UA) and "Man In The Dark" (Col) did not make a big splash here, "House of Wax" (WB) looks like it is in for a nice run on the crix and word-of-mouth of the better 3-D content and the goosepimply goings-on. Since the CinemaScope demonstration here. 20 important first-run houses have expressed interest in equipping 20 important first-run houses more expressed interest in equipping their theatres for Scope showings. Shooting of exteriors here of "Hell and High Water" (20th-Fox), with a French camera crew, is also exciting interest in the process.

citing interest in the process.

Crix are pointing out that France lagged behind, and sneered at the advent of sound in 1929, and it is necessary not to ignore the new technical strides now going on in the film world. It took color a long time to really manifest itself in production circles here and now a good part of the upcoming production is in the tinter category. However, for a while, it looks like 3-D will be "by evolution rather than revolution."

Red Ink Shutters Two Mex City Pix Studios

Mexico City, June 30.

Number of film studios here has been cut by half with the closure of two plants, the modern Tepevac.

of two plants, the modern Tepeyac, and the older Azteca because they couldn't longer stand to continue operating in the red.

Tepeyac, valued at some \$2.500.000, had a \$2.080,000 deficit. It handled 21 pix last year but only eight thus far in 1953. Gen. Abelardo L. Rodriguez, ex-President of Mexico; Theodore Gildred. U. S. filmite, and Gabriel Alacron, a hig exhibitor here, hold most of Tepeyac's stock.

Azteca, managed by Cesar Santos

Gambling Take Dips to \$4,900,000, Pix Heavy \$7,100,000, at B.A.'s Del Plata

Film entertainment competed editiv with the gambling craze at reentings plush beach resort, lar del Plata, (pop., 200,000) on the Atlantic Coast, during the

is shown by figures for the resort's asinos, just released, which

Bogus Tickets, Balmy Brokers Help Snarl Amer. Ballet in Rome

Ticket brokers who handled the les for the American National llet Theatre run in Rome; which ed last night (29) at the Sette Theatre, overplayed what-hand they were using the fill

one agency said they were sold out enother said it was too late afternoon of the opening), another said no lickels were available. Peo-ple stayed away, with house less than half filled. House holds 7,000. Ad dight say where the theatre is located, or the time as well as the Diffe.

war that these

ore than average number landrances to good business at landrance the third-night per-

Was refunded, but few at

Lucasta's British Tour

London; June 30.
Delfont & John WildThua Lucasta" revival,
the been touring the British

Pix Imported to Japan

Hungarian TV Ready Next May

transmitter. Hungarian news velopment in that satellite nation

MANY FLOPPOLAS DULL

Buenos Aires, June 30.

unusually large

standing pat against this due to screen and radio commitments which add to their earnings. This makes them reluctant to go out on

ABP Net Down \$85,335 But Paying 12½% Divvy

tion already paid, this would make total dividends of 20% for the year ended March 31 or the same

as last year.
Trading profits amounted to \$5,789,772, with net profits applicable to the Corporation amounting to

Megger, Producer In Tug of War For Venice Fete

'Crowned' Surprise Ace In Paris; First French Cartoon Feature Fancy

the biggest surprise grosser of season is J. Arthur Rank's Queen Is Crowned," soaring

Mex Nix 3-Disease
Mexico City, June 30.
Third-dimension pic exhition here will be limited to

getting customers to make the 12c refundable deposit that the first-run theatres require.

Strike Halts Mex Prod. of 44 Pix: 9 U.S. Firms Face Aug. 1 Shutdown

Jap Govt. Limit on Film Licenses Stirs Hassle

Berlin Film Prod. In Brisk Upbeat

Freedom" and is working on Flying Arrow." Uni, another outfit, is shooting "Mad Lola."

ITALO PIX PRODUCTION **CONTINUES ON UPBEAT**

Cinematographic Workers Un (STIC), because of its re-troleydship-solidarity past

Stars Without Standins As Metro-Brit. Studios Battle Extras' Strike

Now...Walt Disney brings a New

In his FIRST ADULT LOVE STORY ... brilliantly played by a wonderful cast headed by a thrilling new romantic team! . A picture new in

intensity of suspense . . . New in spectacular sweep of mighty scenes... New in approach to fiery action ... and newest of all in BOX OFFICE POWER!

AVAILABLE TO SELECTED KEY RUNS EARLY IN AUGUST!

Walt Disney's The SMORD and the ROSE

Get your copy of the big showman's press book. See all the special aids and accessories.

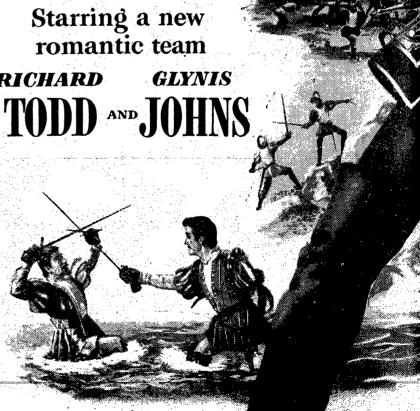
from the famed adventure novel When Knighthood Was In Flower



Mary Tudor and Charles Brandon, princess and commoner, the lovers whose romance made thrones tremble.

Produced by Perce Pearce Directed by Ken Annakin Screenplay by Lawrence E. Watkin Distributed by RKO Radio Pictures

romantic team RICHARD **GLYNIS**



Measure of Excitement to Romance!



Stanley Warner Options .

installation of its own theatres and theatres abroad, without Government sanction.

Map Rio Setup
Fabian, however, declared that the company had made no plans, pending D. of J. okay, for future domestic installations other than those already operating and domestic installations other than those already operating and planned. He admitted that talks would be held this week regarding the setting up of Cinerama in Rio de Janeiro in conjunction with a centennial celebration of the State of Sao Paulo, Brazil. He also indicated that attempts would be made quickly to install Cinerama in London, Paris and Berlin, with the British capital the first target.

company in the British capital the first target.

Press confab saw turnout of top brass and attorneys of all outfits involved in the deal, including SW, Cinerama Productions and Cinerama, Inc., the equipment manufacturing company. With SW taking over all production, Cinerama vecepee Thomas Perkinssaid that Cinerama would permanently shut down its Coast office, Outfit, he noted, would be streamlined. He said there was possibility that cither Mayer, Cooper or both would feave Cinerama, since company he longer had need for production toppers.

Fablan asserted that some of Cinerama personnel would be absorbed in SW operation, and he specifically included Lester Isaacs, current head of Cinerama's exhibition activities. Future of Dudley Roberts, Jr., as prexy of Cinerama is somewhat clouded, with Perkins declaring: "I don't know if Roberts will continue with the company." He definitely stated, however, that Lowell Thomas, vicechairman of the board, would remain with the company.

SW's \$1,600.000

main with the company. SW's \$1,600.000

SW's \$1,600,000

Official inking of the agreement saw Stanley Warner turn over to Cinerama \$1,600,000. Sum represents cent for equipment and other obligations held by Cinerama Production. Most of coin will be turned over to Cinerama, Inc., for equipment it has finished and has ready for delivery.

duction. Most of the toron turned over to Cherama. Inc., for equipment it has finished and has ready for delivery.

SW will also take over 700,000 shares plus options for 300,000 more held by Cherama. Production should give stating that it will be slightly more than Cherama. Productions shelled out. Perkins refused to reveal original cost of the stock.

With purchase of stock, SW will have right to name four out of seven directors to the board of Cherama. Inc. flazard Reeves, prexy of Cherama. Inc. said the stock acquisition would, give SW an approximate 30° control of the equipment company. He revealed that a new licensing agreement with SW had been set, with the fleater chain having exclusive production and exhibition rights until 1958. Deal involved no stock acquisition in Cinerama Productions.

To Loase Theatre's

Fabian indicated that only eight to 10.5W theatres would be suitable to Cinerama Productions. To Loase Theatre's

Fabian indicated that only eight to 10.5W theatres, would, be suitable to Cineram a Productions, he cessitating the lease of additional the corrections of the operation to another old friend. Although he planned the tour, abandoning a scheduled European the planned the tour, abandoning a scheduled European the constraint of the operation for another old friend. There is special ton on whether the constraints of the operation for another old friend. There is special ton on whether the original production going and the silic production going and the silic production going and other constitutions the control of the operation for another old friend. There are now three prime courses for the viewers. Polaroid about 4c a pair to make. There is special ton on whether the production going and the silic production going

able for Cinerama installations, necessitating the lease of additional theatres to meet the company's goal of 20 theatres in the U.S. SW topper was particularly enthusiastic about the ticup with Cinerama. Inc., indicating that it might be the beginning of additional technical research, with the Ilazard Reevis outfit serving as "a laboratory for the industry." Ticup gives SW the services of Herbert, Barnett, Cinerama, Inc., veepee and engineering chief.

Barnett, presy of the Soriety of

Dept. of Justice, whose okay is about \$110,000. He noted that \$60, necessary under terms of the consent decree judgment, which \$50,000 for installation. In additionally about the formation of SW and separated it from Warner Bros. Pictures.

It is generally conceded that SW can proceed immediately with the installation of its own theatres and improvements would be added, and theatres abroad, without Govern-less those dispute were considered.

In each new theatre, he noted-improvements would be added, and as these changes were considered satisfactory they would be added to the previous installations. Per-taining to production equipment, Reeves said the company had three cameras available and that two would be ready within 60 days. The total of five cameras, he noted, would be "adequate for production as now planned."

Fahian expressed no concern

as now planned."

Fabian expressed no concern about expected competition from CinemaScope and Todd-AO, stating "It all depends on the show. We've got our hit." It was pointed out that, in 15 years of development, a total of \$11,000,000 had been spent on Cinerama. Since 1946, development of the medium cost \$3,000,000, it was stated.

Parkins asked to comment on

000, it was stated.

Perkins, asked to comment on that fact that Cinerama, a boxoffice hit, had failed to become a financial success, stated: "I'd rather not be quoted. I have my own theories."

In addition to future installations, SW, under the deal, takes over the operation of the present theatres showing "This Is Cinerama" in N. Y., Detroit, and L. A. and the theatre in Chicago, which opens July 29.

Trust Head to Study Fabian-Cinerama Deal

Washington, July 7.

Washington, July 7.

Justice Dept, approval of certain phases of the Stanley Warner deal to buy into Cinerama will have to await study of the matter by Stanley Barnes, new head of the Antitrust Division. Barnes gets back to Washington this week; he has been out in the field visiting field offices of his division, to get an idea of problems at first hand,

get an idea of problems at hest-hand,
Last week, three officials of SW conferred in Washington with Maurice Silverman, who has been handling the antitrust decree of the motion pieture industry. In from SW, on behalf of the Cinerama deal, were Harry Kalmine. Nat Lapkin and Stuart Aarons. There was no comment afterwards. Under the Warner decree, SW may not acquire additional theatres nor enter into film production, without, approval of the Federal courts. If the Justice Dept, should approve such modifications of the decree, the necessity of a long drawn-out fight in the courts would be obviated.

turned over actual management of the operation to another old friend, Morton Gottlieb who recently formed a production partnership with Albert Selden, and the pair are presenting the show on a guar-anteed-profit arrangement. With

Brassy Press Meet

Announcement of the con-clusion of the Stanley Warner-

Announcement of the conclusion of the Stanley Warner-Cinerama deal at a press confab at the SW homeoffice Monday (6) brought out one of the largest contingents of execs ever to attend a similar industry session. In fact, there was more top brass and legal eagles on hand than newsmen. SW had the largest representation. Company officials included prexy S. H. (Si) Fabian, exec veepee Samuel Rosen, veepee and general manager Harry Kalmine, veepee Nathaniel Lapkin, treasurer W. Stewart McDonald, secretary and general counsel David Fogelson and pub-adtopper. Harry Goldberg.

Cinerama was represented by Thomas Perkins, secretary and general counsel Theodore Kupferman and publicist Lynn Farnol. Hazard Reeves, prexy, and Herbert Barnett, exec veepee, headed the Cineraman.

and Herbert Barnett, exec weepee, headed the Cinerama, Inc., delegation. In addition, there were at least a dozen at-torneys and other reps of the various companial present.

Big B.O. Upswing In L.A. First-Runs For 2d Qtr. 1953

Hollywood, July 7. With technical gimmicks helping, Los Angeles first-run theatres zoomed in the second quarter of 1953 to the highest level for the Josa to the highest level for the corresponding period since 1949. Total was \$2,709,400, some 30% over last year's \$1,891,800. Directly responsible for the upswing were 3-D and "Cinerama," plus several very strong conventionally-lensed features that sold because of quality or gimmicks. Top money on eight stereopix opened during the quarter went to "House of Wax," "It Came From Outer Space," "Fort Ti," and "Man In The Dark." "Cinerama" opened during the fifth week of the period Space," "Fort Ti," and "Man In The Dark," "Cincrama" opened during the fifth week of the period during the fifth week of the period and has stayed a consistent bo, winner, "Shane", "Peter Pan," "Salome", "Beast From 20,000 Fathoms," "Lili" and "Titanie" were among the best of conventional plx.

For the first six months, first-runs amassed \$5,059,500, as against \$4,190,300 last year: \$4,251,200 for 1951, and \$5,451,900 for 1950.

start to work on the price.

There are now three prime sources for the viewers. Polaroid is still the largest, with a daily output of a little more than 4.000, 000 pairs a day. Matty Fox's Polaritic outfit now stamps them out at the rate of 700,000 a day, and Fox claims he can increase the volume at will, He has recently begun distributing spees with plastic frames. Third supply source is National Theatre, Supply Corp., which handles the Polacoat viewers.

Exhibs in recent, weeks have fire about the ticup with Cinerama, with Albert Selden, and the pair. There are presenting the show on a guarlacter, indicating that it might be are presenting the show on a guarlacter, with the Hazard Selden and Gottlieb currently in Selden and Gottlieb currently in Condon to arrange a West End production of "Crossroads," pressagent of the Services of Herbert, Barnett, Dierama, Inc., veeper and engineering chief.

Barnett, prexy of the Society of Motion Picture and Television, Engineers, said that constant improvements were being made in the Cinerama system. He intimated that the company has a single projector system, but said: "I'm not ready to say that a single projector can do the job, and I'm not ready to say that a single projector can do the job, and I'm not ready to say that a single projector can do the job, and I'm not ready to say that it can't be done. Anyway, that it can't be done. Anyway that it can't be done. Anyway that it can't be any development in the contain installations would be re-improving his technique as an action of 10c.

Here Selden, and the show on a guarlacter with the stix leading the show on a guarlacter for the door, alter projector with the services for the swown a guarlacter for the duction of "Crossroads," pressagent lite outfit now stamps them out at the current splaying this week at will. He has recently begun distributing specs with plastic frames. Third supply source is National Mass; plays week of July 20 at the Theatre Supply Corp., which handles the Polacoat viewers. Theatre Supply Corp., which handles the Polacoat viewers een samples of glasses with permanent frames put out by Electro say that a single projector can do the polymore for the week of July 20 at the supply source is National Mass; plays week of July 20 at the Supply Corp., which handles the Polacoat viewers.

Exhibs in recent weeks have seen samples of glasses with permanent frames put out by Electro the supply corp. which has considered that the cost of Broadway group, with some office of the theatre has

Inside Stuff—Pictures

Controversial indie "Salt of the Earth," made by filmites barred from Hollywood employment as suspected Communists, was described by Gladwin Hill, New York Times west coast correspondent, as "a letdown to anyone who had expected an inflammatory document." Pic was denounced in Congress as Communist propaganda. "In the main," Hill reports, "it amounted to a reiteration of the theme of class conflict between workers and management in the mining industry. Its principal message was that in a union—or as it was described in the script, 'solidarity'—there is strength." Hill's observations are based on the script, which he reports was printed in a left-wing periodical, The California Quarterly, published in Los Angeles. Film was made under the sponsorship of the International Union of Mine, Mill and Smelter Workers, which was expelled from the ClO for alleged Communist domination. Pic was scripted by Michael Wilson, former Academy Award winner. It's slated for release in the fall.

Employing a homemade widescreen system which he has dubbed Amp-O-Vision, Albert M. Pickus, Stratford, Conn., exhib, reports that business has picked up considerably as a result of the new type of presentation. Pickus, secretary of Theatre Owners of America, says biz has increased 50% since he installed the medium and that it has helped to bring back the "lost audience." Pickus has experimented with a re-run of "The Greatest Show on Earth" and reports that the response was huge. He feels it has set a pattern for bringing back via widescreen such spectacles as "Quo Vadis," "Samson and Delilah," "Ivanhoe" and others.

Buck Harris, publicity director of the Screen Actors Guild, sent the following memo to editors: "The Dave Ellis listed in the SAG press release of July 1 as having failed to answer questions of the House. Committee on Un-American Affairs, is an actor but he is NOT a member of the Guild, He is not to be confused with David Ellis, a former motion picture actor and SAG member who has not been an active member of the Guild since 1940. The latter has not been involved in the House Committee hearings."

Offbeat starring role is being taken by Rita Hayworth in "Champagne Safari," color film record of her African safari with Prince Aly Khan. Pic will be released in feature form by Defense Film Corp. and spotlights, among other things, native dancing and music. Trip took Miss Hayworth and the prince from Cairo to such places a Uganda, Tanganyika, the Congo and Kenya. Footage was lensed by Jackson Leighter, Miss Hayworth's personal rep, assisted by his wife.

UPT's 20% Increase

Continued from page 3:

square foot. He added: "Such Fox for Pickup on South Street" lenses should cost no more than \$400 to \$500, and the screens, such me" and "Fort Ti," Universal for the Walker company, whose screens are seamless and entirely satisfactory, are listed at \$1.25 per square foot.

"Moulin Rouge" as samples of recently strong pictures.

\$1.25 per square foot.

He was specific in urging producers, distributors and exhibitors to reexplore and maintain awareness of mutual problems. These include a pitch for color; for more 3-D's, but to broaden the scope and quality so as not to limit the production line to westerns and science fiction topics; recognize that 2-D's on TV (for free) means that 2-D quickies for boxoffice potential are as passe as the tandem that 2-D quickes for boxofite picturial are as passe as the tandem bike; improve the 4-D viewers (public complaint is mounting because of their poor quality; and be realistic on exhibitor problems with all future 2-D and 3-D prod-

As a congenital theatre-to-theatre As a congenital theatre-to-theatre surveyor, and as a professional stident of audience standards and exhibitor requirements alike, Hyman urges that if 2-D product is to be made in the normal 1.33-to-1 ratio, then there should be left sufficient space at top and bottom of the picture so that exhibitors who have wide screens can enlarge them to the best adaptable size for their theatres.

them to the best adaptable size for their theatres.

A big stumbling block is stereophonic sound. Just dubbing in the stereo for the sake of the ballyhoo fools nobody; it costs theatres needless and extraordinary sums for new sound equipment; if not up to par it only boomerangs against the theatre, the picture, and eventually the entire industry. On the other hand, where the-

and eventually the entire industry.
On the other hand, where the
atres have improved their stereo
sound, and in some instances/been
required by the union to add another projectionist, the flow ofstereo pix should be accelerated
because the new directional sound
systems are a boxoffice plus.
Hyman reprised the technical
differences between magnetic reproduction and the soon-due four
soundtracks on one film for proper
stereophonic sound projection.

differences between magnetic reproduction and the soon-due four soundtracks on one film for proper stereophonic sound projection.

This "new look" to the picture business said Hyman, revives Goldenson's credo that exploitation and promotion on each picture should start from very inception, and reach a crescendo at time of 1/8.

As part of Hyman's pitch for strong product at all times, and not focus it to the New Year's, Easter, Labor Day and Thanksgiving sealsons, he pointed to recent strong product as the whyfore of improved b.o., such as "House of Wax." "The Beast from 20,000 Fathoms" and "South Sea Woman," "Scared Stiff" and "Sangare". Metro for "Young Bess" and 'Dangerous When Wet," 20th-

All these came in the May June stretch which, traditionally, was sluffed, along with pre-Xmas and Holy Week, as suppostedly not as rewarding boxoffice periods.

Citing the "battle of the specifs" in the phonograph industry as a parallel, and the attendant snafu until it was decided that the 45 and until it was decided that the 45 and LP (33 rpm) would emerge as the dominant new standards over the old 78 rpm's, so did Hyman deprecate the aspect ratios with the new widescreen systems. The various ratios start at 1.66 to 1.1.751, 1.851, 2.55 to 1 and 2.66 to 1. Just as the phonograph record business settled on three-speed players, so too the varying ratios can be resolved with all-purpose screens. But whatever the ratio, urged Hyman, the film content must emerge as the most impor-

must emerge as the most impor-

"Exhibitors should give ever-consideration to the equipping o their theatres with all purpos screens, stereophonic sound and screens, stereophonic sound amount of the necessary equipment for the presentation of the new wide screen pictures, said Hyman. "It is well-known that theatres must have a custom-built job when it comes to this kind of equipment so comes to this kind of equipment so that each picture presented will be as overwhelming as possible. Affiliates of American Broadcasting Paramount Theatres have equipped their larger theatres with all-purpose screens and stereophonic sound so as to be ready when these new, wide-dimension pictures are releases and we know that other exhibitors have done the same."

Ex-Red Hicks

Amusement Stock Quotations

(N.Y. Stock Exchange)

For	Week	Ending	Tues	day (7)
٠.				Weekly

	1.1		Weekly	Weekly	Weekly	Tues.	Net.
4.5	1953		ol. in	High	Low	Close	Change
	Low		100s		St. 1866	100	for week
157 s		Am Br-Par Ti	121	1412	14	1414	1ģ
4514		CBS, "A"	20	4334	43	43	— 3 ₈
451		CBS, "B"	4	4312	4258	4256	/ g
161		Col. Pic.	135	16	15¹ a	1512	1 ₂
1218		Decca	511	914	9	914	+ 14
47	4158	Eastman Kdk.		421.2	4178	4212	+ 58
143	1154	Loew's		1212	12	123 g	+ 38
734	41/8	Nat. Thea		678	612	612	1,4
3038	2514	Paramount	86	2634	2512	261 s	14
3612	2834	Philco		30	291.2	2978	1.8
293 s	2238	RCA	198	245 g	2334	241.2	+ 14
43 H		RKO Picts	48	314	31 g	31 _B	— ¹ 8,
43	358			4	37 s	37,8	
41	31/2	Republic	18	378	35 g	358	
1114	101/2	Rep., pfd.	. 5	11	1034	1078	* : * :
1214		Stanley War.	. 70	115a	11	1112	+ 38
191	131/2	20th-Fox		1712	1614	1712	+ 3,
1712	14	Univ. Pix	. 83	17	1614		+ 12.
6812		Univ., pfd		6412	6412	6412	+112
171		Warner Bros		15	145 s	1434	
84	6334		. 9	70	681 2	691.2	
Amer	can Sto	ck Exchange		100			2.33.56
173	12	Du Mont	. 54	1258	1214	1258	
4),		Monogram	23	358	314	358	
	1414	Technicolor		16 ¹ 2	1534	16 ³ н	$+^{3}$
31		Trans-Lux	. 10	314	314		+ 18
		unter Securiti	es		Bid	Ask	
Col	r Corp.	of Amer.			. 108	178	*_
Cin	srama				. 3 1	331	+ 11
Che			-41:01	1.0	. 3	358	
	caneake	Industries (P	aine) .		• •	08	
To all	sapeake	Industries (P	Sec. 12 - No. 2		4119	4312	- + 2
To all	sapeake		Sec. 12 - No. 2		. 41!2 . 11		$\begin{array}{c} -12 \\ +12 \end{array}$
Pol:	sapeake	tres			. 41!2	4312	$\begin{array}{c} -12 \\ +12 \\ +18 \end{array}$

(Quotations furnished by Dreyfus & Co.)

Legit, H'wood

Continued from page 3

on stage. Another legiter prepping for such filming is "New Faces" (see separate story).

Possible rub in the Selznick plan Possible rub in the Selznick plan involves the figalistics. Metro owns the film and all the usual film rights. The producer, though, has ownership of legit and TV rights. Thus, there appears a greenlight for his doing "GWTW" as a legiter without question. But whether he could take an exact reproduction on film for standard pic theatres is in blurry focus.

is in blurry focus.

If this is resolved, indication is Sciznick would be amenable to doing the play-on-film in Cinerama via a tieup with Louis B. Mayer. Cinerama outfit this week disclosed it has options to lens "Blossom Time" and "Paint Your Wagon" through deals with Mayer (he owns the properties), and it's regarded as likely that the Selznick musical would fit in with the Cinerama sked.

sked.

Pix-legit onlookers feel that widescreen and 3-D-illusion films are by far the best medium found so far for retaining actual stage values in the transference of vehicles from boards to celluloid. Economy in such operations also is stressed. With a seasoned troupe on stage, and one so immediately acquainted with the play, there's need for little preparation for a performance before the cameras.

'Okla.' Gets

SEEK GAEL SULLIVAN FOR OZONER-AUTO P.R.

Dallas, July 7.
Claude C. Ezell, prexy of Ezell &
Associates and founder of the International Drive-In Theatre Owners Assn., is negotiating with Gael
Sullivan, former Theatre Owners of
America excc. to handle certain
phases of the international org's
general program.

phases of the international org's general program.
Should deal be made, Sullivan's initial endeavor would be in conjunction with a general plan which has been devised, to work directly with the Automobile Manufacturers Assn. for the purpose of eliminating tinted windshields, also to develop a cooperative campaign to institutionalize value of the drive-in theatre and the automobile to the Américan public.

Norris.
Norris appears in the pic, along with commentators Bill Corum, Don Dumphy and Guy Lebow. Shown in ring action are Jersey Joe Walcott and Ezzard Charles. Ray Robinson and Rocky Graziano, Rocky Marciano and Rex Layne, Joe Louis and Lee Savold, and Marciano and Harry Matthews.

Allied to Blast

being demanded by exhibs, Allied officials claim.

officials claim.

An Allied leader said that the problem was not only one for the smaller exhib. He declared that circuits were meeting the same difficulty and that a chain official had told him, "We're doing so much business with 3-D that we're going out of business." Allied exec cited this statement as an indication that operating costs are diminishing the 3-D returns.

Allied, it's indicated, may take

Allied, it's indicated, may take

3-D returns.

Allied, it's indicated, may take drastic steps at the Jersey meet to alleviate the 3-D rental question. Members may be told not to install additional 3-D equipment, unless they can make deals which would assure them of some profit. In addition, a warning may be issued to bypass, if necessary, upcoming 3-D'ers if equitable deals cannot be made.

Distrib answer to the argument concerning terms is that the 3-D pictures, to date, have all been big grossers, and have succeeded in bringing patrons back to the theatres. Upper rental terms, it's claimed, are necessary to meet the additional production and distribution costs. Extra prints needed for, 3-D as well as increased shipping, editing and examining costs have added considerably to the overall film cost, distribs maintain. Opening address at Jersey Allied meet will be made by prexy Wilbur Snaper, who also heads National Allied. Featured speaker will be Allied general counsel Abram F. Myers, who will review the recent trade practice hearing before the Senate Small Business Committee.

Attendance of about 250 is expected at the meet, with exhibs from other Allied units also set to attend.

Belge Pic

Continued from page 4 =

last Belgian deal remittances were

Should deal be made, Sullivan's initial endeavor would be in conjunction with a general plan which has been devised, to work directly with the Automobile Manufacturers Assn. for the purpose of eliminating tinted windshields, also to develop a cooperative campaign to in stitutionalize value of the drive-in theatre and the automobile to the American public.

Sullivan would work directly with Ezel and make a full report at the International Drive-In Theatre Owners' meeting during the second annual Texas COMPO Conference here. Sept. 28-30.

Roberts-Norris Tie For

Fight Highlights Film

Sports Films. Inc., indie outlet the American distribs are attempting for raise rental ceilings. Under the American distribs are attempting to raise rental ceilings. Under the American distribs are attempting to raise rental ceilings. Under the American distribs are attempting to raise rental ceilings. Under the American distribs are attempting to raise rental ceilings. Under the Belgian pact, rental ceilings are to be renegotiated, but it's understood that they il be set at "readonable they go be a proposed to be past few years. Tied in with the Roberts company in the entry is International Boxing Club chief Jim Norris.

Norris appears in the pic along directorate. RKO circuits attitude addirectorate. RKO circuits attitude addirectorate.

directorate. RKO circuit's attitude re "Blue" has yet to be declared. Cardinal's Letter Read

Okla. Gets

Contained from page 1

fib also discussed the lump sum of \$100,000 due to R&H for the obligation of Linear Cardinal Letter, Ray Robinson and Rocky Grazino, History, Studius and Linear Cardinal Letter, Ray Robinson and Rocky Grazino, Rocky Marciano and Rock Robinson and Rocky Grazino, Rocky Marciano and Rock Grazino, Rocky Marciano and Rock Gr

Mock 3-D Pic Projection As Like Building a House From Roof Down'

Evelove Sets Up Coast

effective exploitation medium and should be utilized to the utimost extents.

RKO-Orpheum management targety credits TV advertising for smash opening business chalked up by "Beast From 20,000 Fathonis," which just finished a run at the house Take on the first day, which was one of the year's best and small fry, undoubtedly comprising a very considerable humber of video fans, were predominantly in evidence in the two-block long line in front of the box-office. Significantly, in other of the territory's non-TV lowns the plcture has gotten away only to a moderate start.

Warner Bros had spent approximately \$2,500 on the TV campaign for "The Beast," will weCCO-TV here and used special trailers containing sensational shots from the picture itself. These clips were effective in whetting watch-res' appetitite to see the entire flin Orpheum Manager Bob Whetan believes.

Previously, a TV campalgo of sarcastic comments in the

New Vanishing American: Hollywood Film Flack

Hollywood, July 7 Production is so slow on the Hol-lywood, film lets that the member-ship of the Publicists Guild has dwindled to 203, lowest number in dwindled to 203, lowest number in that organization's history. John Bowman, business agent, explained that many jobless flacks have quit show biz to hunt jobs with more

Pub Relations Outfit

Hollywood, July 7.

Alex Evelove, who ankled as Warner Bros. studio publicity chief several weeks ago, has set up a new publicity and public relations. organization. New outfit will service motion pleture, radio-TV and industrial accounts, Head quarters of the new firm will be in Beverly Hills.

Before resigning from Warners, Evelove had been with the film company in various pub-ad jobs for 24 years, the last 12 as studio publicity director.

Main difficulty theatres have to cope with is the problem of adequate light to illuminate large screens and projection standards, for 24 years, the last 12 as studio publicity director.

Mpls. Exhib's Ads For.

"They're trying to build a house the public projection quality equal emphasis

Beast': Pic You've Heard
About in TV Bally

Minneapolis, July 7.

Results of two large-sized TV advertising campaigns, both highly favorable, have convinced film industry here that, particularly for "pimelet" pictures, video is a most effective exploitation medium and should be utilized to the utmost extent.

RKO-Orpheum management to just get a big picture on the screen."

believes.

Previously, a TV campaign of almost as great a magnitude, was staged for another gimnick picture at same theatre, the reissued in the size of the flicker blade was smash engagement.

Orpheum's "Beast" newspaper ads carried the line "the picture they fluor that with the drive ins about on television."

Naw Vo-

British Reaction

Continued from page 7;

turing rights, whereas Skouras is anxious to trade with every available equipment organization. This divergence, it is reliably reported, has yet to be resolved.

Film Reviews

Wor Paint

war Faint
other rugged bit of business is the
fight between Stack and the remaining trooper-renegade at the
film's finale. In-between are other
grim, actionful scenes that helpcarry a story that doesn't always
hold up.

held up.

Helping the four principals are good performances from Peter Graves, Robert Wilke, Walter Reed, John Doucette, Douglas Kennedy, Charles Noite, James Parnell, Paul Richards and others. Editing is competently handled, the store is in keeping with the plot and there is one song, "Elaine," done in a campfire sequence.

Brog. Brog.

Loose in London

Routine Bowery Boys entry. Satisfactory for usual runs.

Hollywood, June 26. Allied Artists release of Ben Schwalb production. Stars Leo Gorcey; features linutz Itali, with Bernard Gorcey, Angela Greene, Walter Kingsford, Morma Vaden, John Dolsworth William Cotton of the Work of the Wor

une 26, '53. Running Ume. 42

Leo Gorcey
Huntz, Hall
Bernard: Gorcey
Angela Greene
Watter Kingsford
Norma Varden
John: Dodsworth
William Cottrell
David Condon
Bernies Barticle
John Barticle
John Condon
Leo Con MINS. Slip Sach Louie Marcia The Earl Aunt Agatha Sir Edgar Biy Taxi Driver

Bowery Boys series maintains its regular standard in this latest entry, which shifts the scene from New York to London for the unfoldment of its zany comedies. Good use is made of London backgrounds for production values, and situations and gags are fashioned around setting to keep regular audiences satisfied.

When a titled relative summons. Huntz Hall to London with other relatives so he may meet them and determine how he shall will his coin, Leo Goreey and the other Boweryites accompany him. They find Briton surrounded by a bunch of vultures scheming to get his fortune, and break up the plot to do away with him.

Ilall walks away with the honors here, some of his clowning drawing belly, laughs from series' addicts. Gorcey is in there with his usal malapropisms, an d Bernard Gorcey, in role of sweet shop operator who goes along, is his frantic self despite having less to do than usual. Walter Kingstord socks over his performance, as the Earl, and Angela Greene is in for distaff interest, although she's one of the plotting relatives. Balance of cast capably fulfill their roles.

Edward Berndts is responsible for good movement in his direction, working from his own and Elwood Ullman's screenplay, and Ben Schwalb's production supervision is up to par. Technical credits are well undertaken.

Technical credits are whit. up to par Techn well undertaken.

Johnny the Giant Killer (COLOR)

aid of a friendly bird and is then saved from a spider by a swarm of bees, whose queen is smitten with the young fellow. He saves the queen from an attack led by a renegade bee and some scoundrelly wasps, so the bees, in turn, help him free his young friends from the giant. They regain their normal size then and go marching home again, singing happily. Dialog in the script by Paul Collins, Charles Erank and Nesta Macdonald is in English.

Quite a bit of the footage is taken up with sequences showing how the bees work and play to give the kiddies a nature lesson. Some sequences in the giant's castle are a bit frightening. The animation was supervised by Albert Champeaux and the picture was directed by Image and Charles Frank. The color camera work is credited to Kostia.

Son of Belle Starr (COLOR)

am western feature in for smaller situations.

Hollywood, June 29.
Allied Artists release of Peter Sculy production. Stars Keth Larsen, Dona Drake, Peggie Custle; features Regis Too. May Jones Seay, Myron Healey, Frank Puglla, Robert Keys, I. Stanford Jolley, Directed by Frank McDonald, Screenplay, D. B. Benurhamp, William Raynor; story Neumann; editor, Bruce Schoengarth; music, Marlin Skiles, Previewed June 25, '53. Running Hune, 70 Mills.

Running time, 70 MINS.	
The Kid	Keith Larsen
Dolores	. Dona Drake
Clara Wren	Peggie Castle
Tom Wren	Regis Toomey
Tom Wren	. James Seav
Sheriff	Myron Healey
Manuel	Frank Puglia
Bart Wren	Robert Revs
Rocky	Stanford Jolley.
Pinkly	Paul McGuire
Beacher	Lane Bradford
Beacher Earl Publo	Mike Bugan
Duble	Inc. Proprietation
Mexican	Alas Mantaga
mean an	Miek Montoya

Allied Artists has an okay program western feature for the smaller situations in "Son of Belle Starr," There's one flaw for the audiences to which it will play—the hero is killed at the finale, an unnecessarily drastic ending—but up to that point the story and direction keep things moving along an action course that will satisfy the fans of program westerns incolor.

rection keep things moving along an action course, that will satisfy the fans of program westerns in color.

Keith Larsen is seen in the title role as a young man forced to wear an outlaw label because of his late mother's reputation. As the story opens he is sought out by crooked sheriff Myron Healey to aid in a gold robbery. The kid decides to go along, figuring he can find out who had framed him for a similar stickup a year previous. The robbery comes off as scheduled, but when the sheriff's men try to kill him, the kid is quicker and then hides the gold, hoping it will lead him to the mastermind behind the dirty work. Some close brushes with death as the kid avoids double-crosses feature the footage until Larsen is able to get the right man, James Seay, but by that time his killer-outlaw reputation is responsible for his being shot down by a posse just as things are fixed so he can be cleared.

Frank McDonald's direction of the Peter Scully production builds okay action and characterization for this type of offering, helping to lift, the playing slightly above routine. Opposite Larsen are two femmes. Dona Drake as a sultry Latin girlfriend who tries to double-cross him for reward money, and Peggie Castle, daughter of frontier editor Regis Toomey, as the good girl who believes in him. Healey, Seay and others provide satisfactory dirty work.

D. D. Beauchamp and William Raynor contributed a script with a good action line, but should have changed the ending to Jack De-Witt's story. The Cinecolor photography by Harry Neumann and the other technical credits are acceptable.

occasionally interesting, is strictly in the also-ran class as far as U.S. theatres are concerned, with neither general situations nor art houses likely to gain from its pres-entation.

neither general situations nor art houses likely to gain from its presentation.

Presented in the native Tagalog dialect, with an English narration by James Agee superimposed, it presents in episodic fashion the rise of the great Genghis Khan. Technique fails to jell effectively, since the commentary is often unintelligible because of the Tagalog in the background.

In many respects, film is a crude takeoff on a Hollywood costume drama, The hero, although not always a pleasant character, is the epitome of bravery, while the heroine represents lily-white virtue. Narration acknowledges that the story is based on legend, and reveals the motivation behind Genghis Khan's desire to conquer the world. Story tells how Temujin, later Genghis Khan, begins his revengeful conquests after his father is treacherously slain by a rival tribe.

Manuel Conde, who produced, directed and collaborated on the screenplay, if often effective in the ittle role. Elvira Reyes is okay as his romantic vis-a-vis, and Lou Salvador, as her father, Darmo Acosta, as a villarinous advisor, and Ric Bustamante, as an enemy-turned-friend, turn in firstrate jobs. Conde shows ability as a director and the native Philippine cast reveals the film with which to crack

okay.

While "Genghis Khan" may not be the film with which to crack the U.S. market, participants in this effort need not be ashamed of their work.

Holl.

Malta Story (BRITISH)

Defense of Malta epic, done in documentary style, with Alec Guinness name to insure strong U. S. boxoffice.

London, June 23.
General Film Distributors release of Guinness Jack Hawkins, Anthony Stell Muriel Padlow, Rence Asherson Floring Robson, Directed by The Company, William Pair-feidid an Nigel Salethin, camera, Robert Krasker editor, Michael Gordon music, William Alwyn, At Ocean Ling Miss.

don. Running time, 1	03 MINS.
Poter Ross	Alec Guinness
Air Officer	Jack Hawkins
Burtlett	Anthony Steel
Moria	Muriel Paviow
Melita	Flora Robson
Joan	Renee Asnerson
Ranks	Raiph Truman
Povne	Reginato Tate
Iden	Hugh Burgen
Control Operator Guiscoppe	
Guiseppe	Nigel Stock
Matthews	Harold Siduons
O'Connor	Conn Loudan
Stringy	Edward Chaffers
Paolo	Stuart Burge

When it comes to documentaries or basically true adventure stories. British pix can more than hold their own. Following the successful "The Cruel Sea," comes this epic story of the courage and endurance of the people and defenders of the island of Malta. It is handled in grimly realistic but not over dramatic style. Camerawork is excellent, and some vivid war scenes of attacks on convoys are genuine newsreels shots, a few that were captured from the Germans and never seen before. With Alec Guinness as a star name in the U. S., and a strong factual story pic this should have universal appeal, and do well in the U. S. Guinness plays a camera re-

Frank (COLOR)

Feature cartoon, made in France, is slow, with appeal mostly for the very yourg.

Hollywood, June 24.

Himself problems of the physical street by hand based on at tick by the problems of the physical street by hand based on at tick by the problems of the

Guinness, who here forsakes his chameleon-like whimsicality for the shy, diffident charm of an inexperienced lover, and Hawkins, who repeats the rugged, anxious leader portrayal he gave in "The Crug! Sea." Supporting players are uniformly good while the direction is unerringly aimed to reveal the human and devastating side of war, Clem.

Run for the Hills

- Inane Sonny Tufts-Barbara Payton comedy about a man who moves to a cave to duck the H-bomb; strictly for fill-in dates.

Hollywood, June 24.

Jack Broder release of a Kinego-Rand (Mark O. Rice, R. D. Ervin) production. Stars Sonny Tuffes, Barbara Payton. Directed by Lew Landers, Screenplay, Richard Straubb. Thom original by Leonard Neubauer: camera, Paul Ivanechevitch, editor, Irving Berlin, Reviewed June 24, 53; Running lime, June 24, 53; Running lime, June Johnson.

John Harmon Mauritz, Hügo Mrs. Cornish Velc Raaf George Jack Wrightson Sheriff Paul Maxey Mr, Carew Harry Lewis Mr, Harvester John Hamilton Mr, Hamilton Harmon Hurson George Jack Wrightson Harry Lewis Mr, Carew Harry Lewis Mr, Harvester John Hamilton Hudson
Mrs. Cornish
George
Sheriff
Mr. Carew
Mr. Simpson
Wagstaff
Orin Hadley
Malinda
Tele Commentator
Cave Girl
Radio Announcer
Hermit
Paleonto/o/sist
Prancer Veach
Happy Day John Ha Byron Sid Charle: Bill Charles Victor
Bill Fawcett
Deeann Johnson
George Sanders
Rosemary Colligan
Jack McElroy
Ray Parsons
Micheal Fox
Jean Wills
Richard Benedict

Prancer Yeach Jean Wills Happy Day Richard Benedict Despite a basically good comedy premise, there's nothing here that merits attention. There may still be some exploitation value in Barbara Payton's name in certain situations, but otherwise "Run for the Hills" slides dully into a fill-in niche, and at that, it's overlong at 72 minutes. 'Richard Straubb screenplay of a Leonard Beubauer original revolves around Sonny Tufts, an insurance actuary, concerned to the point of hysteria over the possibility of an H-Bomb attack. He buys an old mine and moves in with his wife, Barbara Payton, enduring, a series of asinine exploits that spin out the footage and serve no purpose save to frame Miss Payton in a succession of sweaters and a leopard skim. This is the only portion of the film with which there can be little carping.

Direction by Lew Landers is as rambling as the screenplay and neither of the leads display any histrionic ability. John Harmon and Paul Maxey turn in okay supporting characterizations, but the remainder of the performances, and the technical credits, are stock or below.

Spaceways

Mild science-fiction program-mer with Howard Duff for routine bookings.

Hollywood, June 23.

Lippert Pictures release of an Exclusive Films production produced by Minhael Carrens. Surs Howard Duff. Eva Bartok: features Alan Wheatley, Philip Leaver, Michael Medie, Philip Leaver, Michael Medwin, Andrew Osborn, Cecile Chevreau, Anthony, Ireland, Hugh Maxey, David Horne, Directed by Terence Fisher. Screenplay, Paul Tabori, Richard Landau: adapted from radio-play by Charles Etic Maine; Camera; Reginald Werr; editor, Maurice Rootes; music, Ivordictor, Maurice Rootes; music, Ivordictor, Maryles Rootes; Minster, 14 MINS Stephen Mitchell. Howard Duff Lisa Frank Eva Bartok Smith

Smith	. Alan Wheatley
Dr. Keppler	Philip Leaver
Toby Andrews	Michael Medwin
Phillip Crenshaw	Andrew Osborn
Vanessa	Cecile Chevreau
General Hays	Anthony Ireland
Colonel Daniels	Hugh Moxey
Minister	David Horne
Mrs. Daniels Jean	Webster-Brough
Sergt. Peterson	Leo Phillips
Mrs. Rogers	Marianne Stone

Bartok, mathematics expert who is in love with Duff, arranges to go with him. Meanwhile, the investigator has found the missing couple but too late to prevent the take-off. During the flight, Duff and Miss Bartok encounter trouble, but manage to free manual controls in time to head the rocket back to earth.

manage to free manual time to head the rocket back to earth.

Terence Fisher's direction is extremely methodical, as is the playing, and script constantly betrays its radio play origin by running to long sides of static dialog. Very little excitement is whipped up, although the finale rocket flight and danger to the hero and heroine, has a fair amount of suspense. The Exclusive Films production by Michael Cerreras, was scripted by Paul Tabori and Richard Landau for the radio play by Charles Eric Maine. Lensing by Reginald Wyer and the other technical assists are standard Picture needs considerable editorial tightening.

La Pocharde (The Drunkard) (FRENCH)

Warner Bros. release of Radius produc-tion. Stars Pierre Brasseur. Directed by Georges Combret. Screenplay, Claure Screen Petro, Claure Pierre Petit, editor, General Prese At Normandie, Paris, Running lime, 30 MiNS.

Pierre Brasseur Monique Molinaud Sophie Leetare Francois Pattice Henri Nattier Pauline Carton Gabrielh Pitrre
Denise
Giselle
Jacques
Doctor
Neighbor Alfred

Barman Gabriella Le Marche Mirfed Adam

Warner has picked up a mild entry here for the Gallic as well as U.S. dates. It has some boxoffice pull here via the Pierre Brasscur name, but for the U.S. the plodding dramatics, below par direction and technical aspects and thesping relegate this to only dualer fare.

Story of a murder and the town gossip as well as the hatred of a femme outsider is told in halting visual manner with unnecessary narration. The bit characters, which do not pay off, distract from the only valid interest of the film, the murder.

A husband who has been estranged from his sick wife comes back to see her and decides to take the children away from her until she is well. His sudden murder turns suspicion to her. Pierre Brasscur, a town character and lawyer, comes in to save her. Aside from Brasseur the thesping is standard while lensing and editing are just par.

par.
Director Georges Combret slows this up with too much static scenics, and the talk gets in the way of any film movement. Monique Melinaud is good as the accused, tortured mother. But Sophie Leclerc and Jacques Patrice, as the love stricken adolescents walk through their roles in a wooden manner. Mosk

Mevil's Plot

(BRITISH)

Horbert Brestein release of PatheBritish National production. Stars hieraya
Johns Robert Beatly. Nova Pilbeam. Directed by Paul L. Stein. Screenplay. Jack
Whittingham, from original story by Guy
Morgan. At Rialto, N.Ya., June 19, 53.
Running time, 90 MINS.
Dr. Rankin Robert Beatly
Dr. Bruckner Mervyn Johns
Tracy Shaw Nova Pilbeam
Martha
Marcha Marca. S. Robert Beatly
Mervyn Johns
Nova Pilbeam
Margaretta Scott
Sybilla Binder
Marie Lohr
Karel Stepaneck Dr. Tracy Sister John Martha Mrs. Coles Ssor Inman s. Coles ofessor Inman nnedy Forrester

Professor Imman Karel Stepaneck Kennedy Alan Wheatley Dr. Forrester Alan Wheatley Dr. Forrester Alan Wheatley Dr. Forrester Alan Wheatley Dr. Forrester Antony Eustrel "Devil's Plot" is a heavy-handed British meller that is so filled with homicide it is a wonder the censors did not do much heavier pruning. Despite the pic's many flaws, Paul L. Stein's smooth direction manages to maintain considerable suspense. Reputedly having been made largely for TV consumption as "Counterblast." original title of film, "Plot" unfortunately appears passably good enough only for minor situations because lacking names for American audiences.

Story concerns a fanatical Nazibacteriologist, escaped from a prisoner-of-war camp, who is carrying on his experiment with deadly serums in England. He manages this hy slaying an Australian medico, just arrived in London. Just how he manages to disguise his heavy German accent (supposedly at least) and fake being a vetern Aussie is a quirk that the scripters never quite explain. However, they would have one believe he goes ahead with his experiments in immunization against plague germs. Crowning bit of melodramatics is when he asks his comely assistant (also from Australia) tets this new-found vaccine.

When she comes through this test successfully, the Nazi medic falls in love with her and murters his German femme espionage agent instead of the Aussie miss who had been marked for the slaying—And-spo-after—about sevening—And-spo-after—about sevening—and (Continued on page 18)



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THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

Film Reviews

Devil's Plot

he hits the road, only to die like the rats with whom he had been experimenting.

Mervyn John, as the Nazi bacteriologist, introduces a new type of screen villain, since he is short and squat of stature. It is an intense, hard-bitten willain type which he portrays, with only the surrounding cast not hep to the fact that he is a German. Robert Beatty, is his suspicious lab assistant, acting more like an American int, acting more like an American han a Britisher. Nova Pilbeam, oung veteran of countless British young veteran of countiess Brush, is head, and shoulders above her material as the Aussie miss, who acts as the Nazi's private aide. Lesser roles, all nicely cast, are taken by Marie Lohr, Sybilla Binder and Karel Stepaneck. Jack Whittingham did an acceptable screenplay from an original story by Guy Margan.

Jack Withtington. ceptable screenplay from an ori inal story by Guy Morgan. Wear.

Genevieve (BRITISH—COLOR)

Top-ranking British comedy looks like top coin-getter; lack of American-known names may hurt chances in U. S.

London, June 9. General Film Distributors release of Sirius Productions film. Stars Dinah Sheridan, John Gregson, Kay Kendali, Kenneth More. Produced and directed by Henry Concellus. Screenplay, Wil-liam Rose: camera, Christopher, Challis, editor, Cilve Donney missic, Larry Adler, At Leicester, Square Theatre. Running lime, 86 Mins. John Gregson John Sheridan

Vendy mbrose Claverhouse dsalind Peters irst Speed Cop econd Speed Cop lotel Proprietress Iderly Genfleman

A top-ranking comedy which will get full laughs wherever it is shown, this latest British entry should prove to be a top money maker. It is lump non-stop, with a chuckle in almost every foot. A winner for the British industry in particular and for the picture business in general. Lack of names may lurt chances in the U.S.

This British entry is based on simple event. The scripters have chosen as their subject the annual London-to-Brighton rally for yet-ran cars which have been on the

n cars which have been on the d since before the first World r. Around this event, they have cen a yarn packed with divertand hilarious situations. The unicolor photography shows off English countryside to its best antage, and is another plus as-

"Genevieve" of the title is "Genevieve" of the title is age 1904 car which has been ced for the rally by its ensistic owner, John Gregson, vife Dinah Sheridan, hardly s liss enthusiasm but joins on the run, and there is congood-natured bickering ben them and their friendly Kenneth More and his girld, Kay Kendall. But the ribecomes intense on the rejourney, ending up with a ras to which car will be the over Westminster Bridge. In this framework, there are eopportunities for comedy in the former was to which car will be the opportunities for comedy in the composition of the control of

ident. Not one is missed. There re laughs galore as either one or he other is in difficulty, culminating in a series of clashes with the ops, including a charge for speed-

First-rate direction by Henry Cornelius keeps the camera fo-cused almost entirely on the four principals, and rarely has a starprincipais, and rarely has a star-ling foursome been so consistently good. Dinah Sheridan's sophisti-cated-performance is a good con-tract to John Gregson's more sul-lem interpretation, Kenneth More's

Rendall's effervescent portrayal.

Music composed and played by
Larry Adler qualifies for top rating. Christopher Challis has done
a line job of color lensing. Myro.

La Vie Passionee

De Clemenceau
(Passionate Life of Clemenceau)
(FRENCH—DOCUMENTARY)
Paris, June 1.
Corona release of Bloche production.
Directed by Gilbert Producti, Writen by Jacques 16 Builty comera, Roger Dormov celliot L. M. Astr. commentary by Years. Hunning times 40 Mins.

Film is an evocation of the life of eorges Clemenceau told through

beat and particular for art house interest.

This takes the fiery, old Gallic statesman through his youth and early influences, travel and his political life. Commentary made up of his speeches and excerpts from his memoirs gives cohesion and credence to the string of images that trace the history of France and Clemenceau over its critical periods of change and war.

Newsreel and special footage taken for the pic are well blended while the musical score also helps in giving this background. Mosk.

Mon Mari Est Merveilleux

(My Husband Is Marvelous)
(FRENCH)
Paris, June 1.
Pathe Consortium production and releas
Stars Fernand Gravey, Sophie Desmaret
Directed by Aptice Humbelle, Screenpla
Graf Halaith, Gravey, camera, Marc
Grignon; editor, Jean Fryte, At Balza
Paris, Huming time, 90 MMS.

Claude		and Gravey
Svlvia	 . Sopric	Desmarets
Micheline	 Llina l	Labourdette les Castelot
Francois		ues Dynam
Henri		re Larquey

Finness Jacques Lynam Henri Pierre Larquey
Andre Hunebelle has a formula for making sprightly comedies out of tried situations. Use of names and unpretentious treatment usually has made these swiftly-made comedies pay off here. For the U.S., this familiar comedy has only a few arty theatre possibilities since it hues to venerable theme of the blase newspaperwoman and the misogynist writer finally welded together by love. Lack of originality in pacing and characterization does not bring this out of the ordinary pic category.
Film has Fernand Gravey as a woman-hating, non-conformist novellst who is the victim of a big ruse generated by a femme newshound. She worms her way into his confidence by playing the maltreated orphan servant of her rich, neurotic friend. When love comes a photo of the two in a newspaper brings a poorly-staged scuffic and final clinch.
Gravey is good as the brusque writer while Sophie Desmarets is refreshing as the columnist. Standard portrails are supplied by Elina Labourdette, as a mondaine beauty, and Jacques Castelot, as the vapid lover.

Retour De Don Camillo

(The Return of Don Camillo)
(FRANCO-ITALIAN)
Paris, June 9.
Cinedis release of Franches-Rizzoll production. Stars Fernandel, Gino Cervi Directed by Julien Duvivier. Screenplay, Rene Barjavel, Duvivier from novel by the production of the Poncin. At Berlitz, Paris, June 7, '53. Running time, 115 MINS.

. Don	Camillo	 		rnandel
Pepp	one	 	Gin	o Cervi
Old	Man .	 	1	Delmont
Aide		 Alexa	ndre I	tignault
Facul	et	 	Paolo	Stopps
Lusca		 	- 0020	D. COL. P.

After breaking all b.o. records here last year, Don Camillo is back again under the title, "Return of Don Camillo." This sequel has twice as much hombast and plot as its predecessor. While it may not make twice as much money, this has all the popular prerequisites for big grosser here. The Fernandel monicker, popularity of the previous release and the fine embroidering of all episodes in this sprawling good-humored pic by Julien Duvivier should make this good for art houses in the U.S. This takes up exactly where the other left off and follows Don Camillo after he has been sent to another parish as penitence for crowning his friendly-enemy Peppone, the Communist Mayor, with a table. The town soon realizes its need for the rambunctious, violent and humane priest when old men refuse to die and young people refuse to marry.

Camillo comes back to his beloved parish from his enforced Calvary to run into a multitude of troubles and fights with his visavis Peppone. But a flood again unites the two friends for an ending promising still another sequel. Although the film is overlong, the firm directorial hand of Duvivier keeps this bowling along as its mixture of politics, religion, humanity and action combine to make this another top popular item Evenandal is sean perfect

his mixture of politics, rengion, humanity and action combine to make this another top popular item. Fernandel is again perfect as the dynamic, threatening and humble priest while Gine Cervi is a fine foil as the dogmatic, raging

Minuit . . . Quai De Bercy

Minuit . . . Qual De Bercy (Midnight . . . Qual De Bercy) (FRENCH)

Paris, June 1.

Disci release of ETPC production. Stars Erich Von Stroheim. Madeleine Robinson, Exister Stars Stars (Stars of Stars o

get.
novel by Pierre
Gaveau; editor, Claude Nicose.
V, Paris, Running time, 100 MiNs.
Irene Madeleine Robinson
Keiffer Epich Von Straheim
Luc Philipe Lemaite
Mado Francis Blanche
Rosy Varte

An acceptably unfolded if routine whodunit, this uses the murder of a voluptuous, tawdry concierge (certainly a rare type of janitress) as basis for cross-sectioning the inmates of second-rate tenement in Paris. This has a few novel twists plus the name of Erich Von Stroheim for art theatre dates in the U.S. However, pedestrian pacing and obviousness of most characters lead to a strained suspense.

The curvaceous janitress wreaks, chaos and hatred among her strangely assorted roomers, and her knifing leaves a big gallery of suspects to choose from All have motives among this batch of standard Gallic types from the love sick student and drunk grandmother to the skirt-chasing grocer and the prating evangelist. Case is investigated by a soft-hearted inspector and an amateur femme criminologist.

Christian Stengel's treatment

gist.
Christian Stengel's treatment lacks originality, and the dramatic pacing soon slows this down to a walk. Erich Van Stroheim is dramaenough gelist while Madeleine Robinson is amply reserved as the snooping dame criminologist. Lysiane Rey brings a fine chassis and erotic temperament to the role of the disturbing concerge. Remainder of cast is adequate. cast is adequate

Die Rose Von Stambul (The Rose of Stambul) (GERMAN)

WERMAN)

Berlin, June 23.

Prisma release of Central Europa production. Stars Inge Egger, Albert Lieven Grethe Weiser, Hans Richter, Paul Hoer biger. Directed by Karl Anton. Screen play, Walter Forster and Joachim Wede kind, camera. Fritz Arno Wagner; music ling time, 198 MINS.

This is a typical German average production which will go well with local audiences. Host of name stars plus Leo Fall's operetta music give it special exploitation values but its chances internationally appear limited.

"Rose" is a so-called musical comedy with a Turkish background. Old-hat plot concerns the young niece of an aged pasha who is to marry the secretary of a legation. Since the composer and secretary are one and the same person, this angle provides funny situations.

retary are one and son, this angle provides funny situations.

Karl Anton has directd this vehicle with little originality. He primarily concerned himself with the half-naked harem gals. Action is very dull at times. Comely Inge Egger and sympathetic Albert Lieven play a convincing romantic couple. The most polished performance is given by Grethe Weiser as Miss Egger's governess, while Gunther Philipp is good as a seedy actor. Others turn in more less mechanical performances.

white Gunther Finings is a seedy actor. Others turn in more or less mechanical performances.

Technical credits are varied. Lensing sometimes is a bit dim but generally okay. Musical score is on the plus side.

Hans.

La Pasion Desnuda (Naked Passion) (ARGENTINE)

Buenos Aires, June-ricana release of Adolfo oduction. Stars Maria mpson; features Eduard r Calcano, Diana Ingro, nes, Milagros de la Veg

Strong boxoffice possibilities were wrapped up in this, but a corny story detracts from what might have been a good draw in outside markets. However, it is sure to gross heavily at home through the teaming of Mexican Maria Felix with Carlos Thompson, every Argentine girls male favorite. The Felix sex appeal might help sell this in the US. It seems a pity that local producers persist in throwing away such cast possibilities, great slices of coin and misguided effort on, this type of obsolete, stereotyped story material. There are no suspense values available, and much

credibility.
Plot has an unscrupulous courte

as a convent lay-worker, meeting her death after climbing a hill to Calvary on her knees to expiate her sins. The humane young doctor, whose inspirational fath shows her the way, conveniently succumbs once or twice to her sex lure

succumbs once of which the state of the stat

convincing in sack-cloth sans makeup.

No small part of the film's lure for local audiences are the luxurious sets and the Mexican star's costumes, the former including a foam bath scene. There is some good photography by Antonio Merayo, Also the customary political propaganda has been slipped in when Miss Felix describes her former poverty because "in the 'old days' the workers did not get a fair wage."

Luis Cesar Amadori's direction clears the dramatic hurdles adequately.

Nid.

Art. 519, Codice Penale
(Article 519, Penal Code)
(FRANCO-ITALIAN)
Rome, June 1.
Zeus Film-ENIC release of a Zeus-Fraicinex production. Stars Honri Vidal, Paolo
Stoppa, Cosetta Greco. Directed by
Leonardo Cortese. Screenplay, Cortese,
Biancoli, Brusati, Ojetti, Cajoli, from
story by Cortese, camera, Anchise Brizzl;
sets, Virgilio Marchi; music, Carlo Innocenzi; editor, Otello Colangeli, At Flamma,
Rome. Running time, 27 MINS.
Clara Cosetta Greco
Benafo Henri Vidal MINS.
Cosetta Greco
Henri Vidal
Rosi Mazzacurati
Paolo Stoppa

This film is first directorial ef-fort by ex-thesper Leonardo Cor-tese, and unevenness betrays the lack of firm guidance and inexperience. Initial reaction should be okay in local runs, thanks to title and story. But word-of-mouth won't help it. It is dubious for the over-seas market except as a mild ex-ploitation pic. ploitation pic. Article 519 in Italian penal code

ploitation pic.

Article 519 in Italian penal code covers carnal violence (original title carried this tab, but was cut by censor) and story deals with man (Henri Vidal) who refuses to marry girl (Cosetta Greco) after her family discovers their relationship. Parents bring him to court on a charge of violence to a minor. He is jailed and the case becomes source of town gossip. Their marriage, agreed upon to avoid a longer sentence, is unhappy until they are brought together by mutual attempts to save his sister (Rosi Mazzacuratt), who has likewise gotten in trouble with a boy. Tale doesn't jell, however, and is rarely convincing, and generally boils down to much ado about very little. Henri Vidal and Paolo Stoppa give the picture whatever weight it has while Rosi Mazzacuratt handles her role as the younger sister in refreshing manner. Anchise Brizzi's photography is good. Musical score by Carlo Innocenzi has a familiar ring.

Tomoyuki Yamashita
(General Yamashita)
(JAPANESE)
Tokyo, June 23.
A Toei release of Hiroshi Okawa pro
duction. Stars Sessue Hayakawa Directe
by Hiroshi Okawa, Screenplay, Yasutary
Yagi, Hiroshi Nishazawa, Previewed in
Tokyo, Running time, 90 MINS.

Preceded by much bally, this is the first of many Japanese films dealing with the war in the Pacific now under production. Produced by leftist tinged Hiroshi Okawa, because of a weak script, the pic fails to get across much message of any sort. It is neither anti-war nor anti-American. Neither does it succeed in depicting General Yamashita as "a great soldier who died a tragic death." Instead of relating, for instance, the personal conflict between General Tojo and General Yamashita, which is known to have been responsible for the latter's assignment to the Philippine command, the film wastes footage on the

formance in the film despite this fails to maintain a steady charac terization, wayering between be nigh kindness and half-baked cruelty. Military court scene, hampered

Military court scene, hampered by amateurish performances by locally recruited Americans, including Bob. Booth, Jay Gluck, and Seigfried Lindstrom, nevertheless is probably the best a Japanese studio could stage. Testimonies described by Filipinas and Chinese women about Japanese atrocities lack drama and force. Instead, pic has irrelevant details. As Japanese civilians fice cities into the hills, they are bombed and strafed

No Te Ofendas, Beatriz (Don't Be Offended, Beatrice) (MEXICAN)

Mexico City, June 23. Mexico City, June 23.

Distribuidora Mexico City, June 23.
release of Producciones Tepevac production. Stars Alma Rosa Aguirre, Abel Salazar, Manuel Fabregas; features Anabel, Gutierrez, Domingo, Soler, Citila Larranaga, Tanna Lynn. Directed by Julian Soler, Screenplay, Luis and Raquel Alconiza backed play by Carlos Arniches; and Carlos Arniches; City, Running time, 91 MINS.

Producer Oscar Dancinger's latest, this, is like a cold drink partaken of leisurely in slick environment on a hot afternoon. Not so substantial, but very refreshing, It's a high comedy, with Mexicanization of the old pop play by Carlos Arniches, a top Spanish playwight.

os Arnicies, a top Spanisa play-wright.

"Beatrice" is carried by four of Mexico's leading and best looking younger players. Alma Rosa Aguirre and Anabel Gutierrez are smart, thoroughbred lookers, costuming is sightly. They the most of, but strictly park

role of Miss Agu her. Camerawork rasping father. Cascenery are okay.

See U.S. Favoring Continued from page 3

Pearl Harbor. Cohen emphasized that with Warners allocated only 14 permits in Japan, "we want to send into such a selective market only what is good for us." He said that WB reps in Japan had found no resistance whatever against the film. In fact, the Japanese themselves are now turning out war pix. with a Pacific background relating to World War II.

"Tattalees"

'Tasteless'?

Tasteless?
Commenting on the fact that "Task Force" had been cleared by everyone, from the American Empassy in Tokyo to the Pentagon's Psychological Warfare Division and Japanese exhibs. Cohen termed protests against showing of the film "tasteless and inconsiderate." He said the Motion Picture Assn. of America, to which the other companies' managers in Japan had cabled protesting the "Task Force" release, was on his side.

While the storm over "Task Force" is unique, it is reminiscent of the difficulties encountered by 20th-Fox when it first tried to release "The Desert Fox," the story of Nazi Field Marshall Rommel, in Germany. The U.S. High Com-

in Germany. The U.S. High Com-mission there advised against pic's showing to the Germans, but 20th eventually released it anyway.

The radiogram of the American Chamber of Commerce in Japan was addressed to MPAA prexy Eric was addressed to MPAA prexy Eric Johnston, with copies also going to Sec. of State John Foster Dulles, U. S. Chamber of Commerce head Richard L. Bowditch and WB prexy Harry M. Warner. The Chamber said release of the film would foster additional hard feelings between the Japanese and the American people. It cited reaction to Republic's "Sands of Iwo Jima" which played to huge audiences in Japan last year.

Observers in Japan felt that much of the "Task Force" hassle was stirred up by supporters of the proposed Japanese censorship

was strived up by supporters of the proposed Japanese censorship board who include some non-American foreign film reps and a few reps of U. S. indies. There were reminders, too, that Metro's "Sixty Seconds Over Tokyo" was forcibly withheld from showing in Japan.

Jap Press Screening

Jap Press Screening
Tokyo, July 7.
Confirmation of receipt of radiograms to Eric Johnston, Motion Picture Assn. of America prexy, protesting the showing in Japan of "Task Force" (WB), has been received here by the senders, nine local reps of the 10 major U. S. film companies and the American Chamber of Commerce in Japan. No indication of action to be taken by MPAA, if any, was given.

Meanwhile, Warner Bros. Japan rep J. E. Dagal took his case to

rep J. E. Dagal took his case to the press via a special screening for the members of the Tokyo press

GET ABOARD THE EXPLOITATION PICTURE OF THE YEAR!



MOST PUBLICIZED!

Just the beginning, coming and current publicity: Cover on Life. Full pages in Life. Cover on Newsweek, big story inside. N. Y. Times Magazine (nationally circulated), publicity spread. Collier's, song layout. Sunday Mirror (nationally circulated), Movie of Week layout. Screenland, cover. Ladies' Home Journal, photograph and copy. Associated Press, publicity layout. Look, cover, inside story. Photoplay, photo layout. American Magazine, colored photo. Coronet, full page Movie of Month. Tempo Magazine, 2-page layout. King Features Syndicate, feature and art. Motion Picture Magazine, Modern Screen, Movie Spotlight, Screen Stars, Movie Play, all carry stories and art. Space does not permit more details of what will be the greatest publicity barrage of recent years!

BIG AD CAMPAIGN!

Sensational newspaper display ads. Exciting teaser ads. Fan Magazine full pages in all leading publications. Picture of the Month column in 9 top national magazines. Full page in Look. Other advertising, including ads in connection with Song Contest.

SONG CONTEST!

A big National Contest tied in to local level. Blankets America with 80 top radio stations (with some TV promotion). One week of playing records from "Band Wagon" album. Contest with listeners writing in their favorite song and in 25 words or less why they want to see the picture. Prizes for disc jockeys, station managers, public. One of the most complete contests ever staged by films, with special promotional platters, star and song-writer interviews.

"BAND WAGON" ALBUM!

Available for tie ups. 10,000 dummy covers of M-G-M Records Album. 3-col. co-op ads and mats. Dealer-exhibitor window contests. Full page trade ad in Record Review. 250 Albums for disc jockeys.

FRED ASTAIRE STUDIOS!

Posting special photos in all studios nationwide. New York headquarters has sent contest ideas to its affiliates, has purchased hundreds of stills and is using "Band Wagon" mention in ads.

OTHER MUSIC TIE UPS!

Dummy sheet music covers for window display. Other record companies will assist with their own recordings.

NBC BROADCAST!

NBC on Saturday, July 11th from 3 to 3:30 on "What's The Score" will broadcast full half hour of songs from the M-G-M Records Album of "The Band Wagon." Carried on more than 100 stations. Tie in with this locally. Many more stunts and promotions on Radio and TV, such as Stork Club, Winchell, Ed Sullivan. Also, girls in costume visit disc jockeys.

WINDOW DISPLAYS!

For Music Hall Premiere in New York many exciting window tie ups arranged, which can be duplicated everywhere.

DIETZ-SCHWARTZ TOUR!

"The Band Wagon" song-writers will make tour of cities for publicity, appear on radio, TV, etc. They have recorded special, interview platters for use everywhere otherwise.

SONG WRITERS' SALUTE!

More than 25 of America's top song writers have given permission to use their names as in following example: "Irving Berlingets aboard THE BAND WAGON saluting the 25th Anniversary of Howard Dietz and Arthur Schwartz."

TEASER, REGULAR TRAILERS!

Sensational Technicolor teaser and full-length trailers. Use them as far in advance as possible.

NEW SEASON IDEA!

Many theatres plan to use the phrase: "Get Aboard The Band Wagon" as a slogan for their whole line-up of new season shows, even though they may not play "Band Wagon" first. The phrase is a refreshing change from the usual "New Season Film Festivals, etc." Those who play it as a lead-off of their new Fall Movie Season will not only sell "Band Wagon" but it's a perfect spring-board for the whole program.

PRESS SERVICES!

Special service of Art and stories to Key City papers through M-G-M press representatives. Special direct-mail of color art and features to list of editors.

ACCESSORIES! PRESS BOOK!

Special accessories, including set of color stills, lobby hanger, window display pieces in two sizes. The 24-sheet provides two exceptional cut-outs. For the complete ticket-selling plan on "The Band Wagon" see the showmanship press-book, containing a wealth of material to assure a well-promoted engagement.



Picture Grosses

MINNEAPOLIS

(Continued from page 9) Satisfactory \$7,500. Last week "Beast From 20,000 Fathoms"

Satisfactory \$7.500. Last week "Beast From 20:000 Fathoms" (WB), slipped after strong opening, but wound up to boff \$12,000.

RKO-Pan (RKO) 4,600; 65-85) "Beast From 20,000 Fathoms" (WB) "Ino:1, Moved here after its big initial Orpheum stanza. Still profitable at \$4.500. Last week "Came From Outer, Space" (U) (4th wk.) at 75-\$1, good \$4.500. State [Par] (2.300; 75-\$1) "The Ma?" (AA), Mild \$8.000, Last week "Par] (2.300; 75-\$1) "The Ma?" (AA), Mild \$8.000, Last week "Arena" (M-G), light \$7.000. World (Mann) (400; 55-\$1.20) "Story of Three Loves" (M-G) (3d wk, Finishing moderately successful run, Tame \$2.500, Last week, neat \$3.000.

Heat Hits St. Loo But 'Stiff' Sock \$20,000

Terrific heat wave gripped town over weekend. Only two of the mainstem houses are showing any b.o. strength, Annual convention of Elks and the Shriner Circus aren't helping. Fox with "Scared: Stiff" is the leader with "Man in the Dark" runnerup. Biz elsewhere is spotty.

ie Dark Tunnese, ispotty.

Estimates for This Week
Ambassador (F&M) (3,000; 60-75).

"Desert Song" (WB) and "Take
to Town" (U). 2d wk). Good
14,000 after swell \$18,000 for first

frame
Fox (F&M) 55,000; 60-75) —
"Scared Stiff" (Par) and "Cow
Country" (AA) Sock \$20,000 Last
week, "Francis Covers Town" (U)
and "Column South" (U). Fair

and "Column, South" (U) Fair \$13,000.
Loew's (Loew) (3.172; 90)—"Man In Dark" (Col) and "The 49th Man" (Indie', Solid \$16,000, Last week, "Arena" (M-G), and "Slight Case of Larceny" (M-G). Okay \$12,000.
Pageant (Sl. I. Amuse) (1,000) (90)—"Man on Tight Rope" (20th) (3d wk). Good \$5,000 after fair \$3,500 for second stanza.
St. Louis (St. L. Amuse) (4,000; 60-75)—"Great Sloux Uprising" (U) and "Law and Order" (U). So-so \$12,000. Last week, "Beast from 20,000. Fathoms" (2d wk). Nice \$15,000.
Shady Oak (St. I. Amuse) (800; 90)—"Last Holiday" (AA) (2d wk). Oke \$3,500 following \$3,000 for initial frame.

DENVER

(Continued from page 9) and "Homesteaders" (AA). Poor \$2,000. Last week, "South Sea Womds" (WB) and "System" (WB), \$3,500"

and "Homesteaders" (AA), Poor \$2,000. Last week, "South Sea Wombs" (WB) and "System" (WB), \$3,500.

North Drive-In (Wolfberg) (750 cars; \$5)—"Powder River" (20th) and "Stolen Identity" (Indie), Good \$5,500. Last week, "Snows of Kilimanjaro" (20th) and "Dalton Women" (Indie), \$7,000.

Orpheum (RKO)-(2,600; 50-85)—"Dangerous When Wel" (M-G) and "Dalton Women" (Indie), \$7,000.

Orpheum (RKO)-(2,600; 50-85)—"Dangerous When Wel" (M-G) and "Eyes of the Jungle" (Jap), Good \$13,500. Last week, "Beast from 20,000 Fathoms" (WB) and "Rebel City" (AA) (2d wk), \$5,000.

Paramount (Wolfberg) (2,200; 50-85)—"Powder River" (20th) and "Stolen Identity" (Indie). Good \$11,000. Last week, "Snows of Kilimanjaro" (20(h)) and "Dalton Women" (Indie), \$10,500.

Tabor (Fox) (1,967; 50-85)—"Hannah Lee" (Indie) and "When Johnny Comes Marching Home" (Realart). Good \$8,000. Last week, "Son of Belle Starr" (AA) and "Cow Country" (AA) \$4,500.

Valley Drive-In (1,000 cars; 85)—"Powder River" (20th) and "Stolen Identity" (Indie). Good \$6,000. Last week, "Snows of Kilimanjaro" (20th) and "Stolen Identity" (Indie). Good \$6,000. Last week, "Snows of Kilimanjaro" (20th) and "Stolen Identity" (Indie). Good \$6,000. Last week, "Snows of Kilimanjaro" (20th) and "Stolen Identity" (Indie). Good \$6,000. Last week, "Snows of Kilimanjaro" (10th) and "Dalton Women" (Indie). \$7,500.

Webber (Fox) (750, 50-85)—"Hannah Lee" (Indie) and "When Johnny Comes Marching Home" (Realart). Good \$3,500. Last week, "Son of Belle Starr" (AA) and "Cow Country" (AA), \$2,500.

LOUISVILLE

(Continued from page 8)
From 20.000 Fathoms' (WB) (2d WF) (allied fair \$6.000
Rialto - Fourth Avenue) (3.000;
75-99)—"Shane" (Par), Weekend holiday, upped scale, and potent product combining to give house biggest take in many a day, Shouldrab tremendous \$25,000 Last week, "Jamaica Run" (Par) and "Vanquished" (Par), medium \$9.000.

State (Loew's) (3.000; 50-75) State (Loew's) (3,000; 50-(3) | Eyric (Lockin) South (10,000) | Girl (10,000)

BUFF SLIPS; 'WET' MILD \$12,000, 'HOUDINI' DITTO

Despite fresh product, biz is generally slow in downtown keys. Dangerous When Wet," is mild at the Buffalo while "Houdini" is only fair at the Paramount. "Beast From 20,000 Fathons" is okay at the Center.

Estimates for This Week Buffalo (Lows) (3,000: 40-70)—

Estimates for This week Buffalo (Loews) (3,000: 40-70)— "Dangerous When Wet" (M-G) and "Trail Blazers" (Indie), Mild \$12,2 000, Last week "Dream Wife" (M-G) and "Luxury Girls" (UA), \$10,000.

\$10,000.

Paramount (Par) (3,000; 40-70)—
"Moudini" (Par) and "Blades of Musketeers" (Indie). Fair \$12,000. Last week "Sangaree" (Par), over \$13,000.

Last week, "Sangarec" (Par), over \$13,000.

Center (Par) (2,100; 40-70)—"The Beast From 20,000 Fathoms" (WB). Maybe good \$9,000. Last week, "South Sea Woman" (WB) (2d wk), better than \$5,000.

Lafayette (Basil) (3,000; 40-70)—"Ambush at Tomahawk Gap" (Col). Drab \$6,000. Last week, "Francis Covers Big Town" (U) and "Column South" (U); \$8,000.

Century (20th Cent.) (3,000; 40-70)—"Powder River" (20th) and "Taraan and She-Devil" (RKO). Soft \$7,000. Last week, "Affair with a Stranger" (RKO) and "Sword of Venus" (RKO), ditto.

Wet' Zesty 121/2G, Omaha; 'Sangaree' Bright \$10,000

Omaha, July 7.
Biz took slight upswing thanks to holiday weekend. However, takes were below hopes as competing horse and auto races, ballgames and thrill shows took their toll. "Dangerous When Wet" is faring best of new bills.

Estimates for This Week
Brandels (RKO) (1,100; 50-76)—
"South Sea Woman" (WB) and "Million Dollar Pursuit" (WB). Okay \$7,000. Last week "Beast from 20,000 Fathoms" (WB) and "Night Without Stars" (WB), \$8,000.

Name (Tristates) (2,100; 76-\$1)

"Sangayee" 'Par' and 'Spooks'
(Par): Bright \$10,000 at upped scale. Last week, 'Young Bess'
(M-G) and 'Bright Road' (M-G), \$6,500 at 50-70.

"Dangerous When Wet" (M-G) and "Thunderbirds" (Rep). Refreshing \$12,500. Last week 'Houdini' (Par', \$11,000.

State (Goldberg) '1865; 75-\$1)

State (Goldberg) (865; 75-\$1) — "Man in Dark" (Col) and "Remains to be Seen" (M-G) (2d wk). Holding around \$5,000. Last week, after build the state of the second of the second s brisk start, duo slowed to \$7,000.

BALTIMORE

(Continued from page 8) \$14,900: Last week, "Shane" (Par) (5th wk), \$9,300.

(5th wk), \$9,300.

Little (Rappaport) (310; 25-90)—
"Tonight at 8:30" (Indie) (2d wk).

Pair \$3,300 after \$4,000 opener.

Mayfair (Hicks) (980; 20-70)—

Maylair (Heks) (900; 20-70)—
"City That Never Sleeps" (U).
Starts tomorrow (Wed.) after mild week of "Pony Express" (Par) at

week of "Pony Express" (Par) at \$4.800.

New (Mechanic) (1.800; 35-70)—
"White Witch Doctor" (20th) Okay \$9,500. Last week, "Destination Gobi" (20th) \$6.000 for five days.

Playhouse (Schwaber) (420; 50-81)—"Queen Is Crowned" (U. 44h wk). Still drawing at \$5,000 after \$5.200 for the third.

Stanley (WB) (3.280; 25-80)—
"South Sea Woman" (WB). Moderate \$10.400. Last week, "Beast From 20,000 Fathonis" (WB), \$12,000.

Town (Rappaport) (1.800; 50-\$1.25)—"H. Came From Outer Space!" (U). Socko \$17,000 or near. Last week, "Sea Devils" (U), \$5,500 for 5 days.

INDIANAPOLIS

(Continued from page 9) 5)—"Came From Outer Space Nifty \$12,000. Last weel 2.000. Last week. (Par) and "Jamaica

(U). Nifty \$12,000. Last week, "Pony Express" (Par) and "Jamaica Run" (Par). Slow \$8,000.

Keith's (Cockrill-Dolle) (1,600; 50-76-"Johnny the Giant Killer" (Lip) and "Spaceways" (Lip) Sluggish \$3,500. Last week, "Scared Stiff" (Par) (m.o.). Good \$5,000.

Loew's (Loew's) (2,427; 50-76) — "Dangerous When Wet" (M-G) and "Glass Wall" (Col). Slick \$11,000. Last week, "Man in Dark" (Col). Last week, "Man in Dark" (Col). Fair \$10,000 at 65-90 scale.

Lyric (Cockrill-Dolle) (1,600; 50-76-"Golumn South's (U). Stout \$6,000. Last week. "Blue Gar-Wall (Mark) (Tark) (Tark) (Tark) (Tark)

(UA). Stout k. "Blue Gar-

Brulatour Org on SEC's 'Insider Transactions'

Associated Motion Picture Industries, Inc., the old Jules Brulatour organization, was back on the list of "insider transactions" of the Securities & Exchange Commission, in the SEC report for the monthly period May 11 to June 10. Under a partial liquidation of

monthly period May 11 to June 10.

Under a partial liquidation of the corporation, J. E. Brulatour, Inc., disposed of 12,437 shares of capital stock to C. Jules Brulatour and another 12,360 shares to Mrs. Marie B. Cochran Albert W. Lind required 150 shares and now has 2,550.

All in all, it was one of the dull-

All in all, it was one of the dull-est monthly periods on record for insider stock deals in the motion-picture industry.

Report on National Shares showed Charles P. Skouras adding 300 shares of the circuit's common stock. He now owns 30,810 shares. Peter Colfax purchased 200, to give himself 1,400.

give himself 1,400.

In the General Precision Equipment Corp., Levin H. Campbell, Jr., acquired his first 100 shares. Joel Dean bought 500 to up his package to 1,000 shares. Walter E. Green added 170 to give himself 355 shares, and John A. Robertshaw bought his first 100.

Briefs From Lots

- Continued from page 7 :

Guitar." Lumber syndicate will finance Bruce Bennett's "Crosscut," which he wrote, with Curt Siodmak directing.

Doe Avedon shifts from stage to screen for a top role in Wayne-Fellows' 3-D production, "The High and the Mighty." for Warners release Paramount signed Charlton Heston to star in "Legend of the Incas." Gavin Gordon returned to Hollywood for a character role in Danny Kaye's "Knock on Wood" at Paramount. Darryl Zanuck gave Claude Binyon the goahead sign to direct "A Woman's World," which he also scripted. Alice Kelley and Brett Halsey assigned roles in U-1's 3-D picture, "The Glass Web.". As a result of a protest from the Publicists Guild, Columbia agreed to hand full severance pay of \$955 to Don Boutyette, discharged flack.

Robert Webb signed an exclusive pact as director at 20th-Fox. Africe Dahl signed to \$100.

Robert Webb signed an exclusive pact as director at 20th-Fox.

Ariene Dahi signed to star in three pictures for Pine-Thomas over a two-year period. Volcano Productions is making "Adventures of Sam Space." a series of 3-D puppet briefies for theatrical screening.

Allan Dowling Production acquired rights to Ibsen's "Hedda Gabler." with Tom Gries assigned as producer. Mickey Spillane will play a detective and Clyde Beatty a lion tamer in Wayne-Fellows' "Man Killer," for Warners release. John Carroll bought film rights to Albert Hay Malotle's "Loloma," musical play about the Hopi Indians.

O'Seas Censors

= Continued from page 7 =

(took out Indians being shot), "Rich, Young and Pretty" (girls' legs dangling, without the actresses being shown). "The Devil Makes Three" (whipping scene), etc. "Go For Broke" got an adult tag be-cause "it makes colored people fight against each other, shows many examples of race discrimina-lion and contains war propaganda." "Target Hong Kong" got banned for displaying regulition being shown).
Three' (whipp The Devil Makes

tion and contains war propaganda." "Target Hong Kong" got banned for displaying revolution.

Brutality and militarism are sensitive subjects in Germany. Censor there trimmed the military parade at the finale of "Because You're Mine." American distribs are concerned with the worldwide tendency to bear down on U.S. imports. They're particularly resentful of the fact that, in many places, the companies are forced to actually import pix, and pay duty on them, before they can be submitted to the censors who then may nix the then may nix the films in their entirety.

Industry Pitch

Continued from page

a record \$150,000,000 in 1953 in a record \$150,000,000 in 1953 in terms of actual dollar remittances; has long been stressed by MPAA prexy Eric Johnston. There was a time, following his return from government service, when the companies felt he was putting undue emphasis on this particular phase of their operations. Today, the switch in attitude is pronounced. Not only is MPAA concerned with fighting for the advantages gained during the last few years abroad, but it is looking also at the overall problem of increasing pix audiences abroad. Johnston himself is currently traveling in Europe,

audiences abroad. Johnston himself is currently traveling in Europe, discussing film agreements at a government level. Industry execs are crediting him, and the MPAA international division under veepee. international division under veepee Ralph Hetzel, with spectacular feats in bringing home the coin and improving Hollywood's posi-tion abroad, despite basically ad-verse conditions.

MPAA Tightens Contracts

werse conditions.

MPAA Tightens Contracts

MPAA is continuously strengthening its organization in the foreign territories, not necessarily by adding manpower, but by tightenening its contact with the various film boards, which are made up of distrib reps. Reasoning is that MPAA should be in a position to deal with trouble anywhere in the world, while it's still in the formative stages, and not only when it's already a fait accompli.

In this connection, it's known that Hetzel intends to replace Col. Richard T. MacDonnell, former MPAA rep in Tokyo, who has resigned to go with President Eisenhower. Tokyo spot is considered a crucial one that needs to be watched constantly.

Irving Maas, MPAA exec in charge of the Far East at the home office, returned to N. Y. Monday (6) following an extensive tour through his area. It's understood Maas will submit a detailed report on his findings along with specific recommendations on what could be done to improve industry relations with both governments and audiences in these territories. Johnston's annual MPAA report, which devoted a better part of its content to the foreign market,

Johnston's annual MPAA report, which devoted a better part of its content to the foreign market, showed that, where in Europe U. S. pix get 63% of the screen time and in Mexico and Central America 76%, the Far East cut is only 48%—an indication of the need for improvement. American distribute here exercises need for improvement. American distribs also have been experiencing considerable censor and customs difficulties in Far Eastern countries, particularly India and Indonesia.

3-D Boon Seen

Continued from page 7

that he couldn't get more illumina tion on the screen without either burning up the film or installing

burning up the film or installing expensive cooling systems. He claims that with his gadget he can put on 500 amps without difficulty, compared to the present 150 or 175 amps.

System also has application to lighting in TV studios which is bright—and hot—to satisfy the Orthicon cameras. Strawick said he had talked to network execs who had been very interested, but that his first loyalty was to the film biz in which he had grown up. Problem of getting more light

Problem of getting more light on the film without buckling it or getting excessive flutter has come up with 3-D and widescreen pix and is particularly pressing for the large houses and drive-ins. It's expected to become even more urgent if and when 3.D pix are being shown on a single strip. According to Strawick, his gadget would greatly improve picture, quality even in normal projection.

3-D Tint

Continued from page 3 =

Pa. Chain Progressively Preps for New Era Pix

Scranton, Pa., July 7.
Frank C. Walker, board chairman of Comerford Theatres, revealed last week (30) that the chain is progressively equipping for newera films. At a meeting of the circuit's managers, he reported that 15 houses are equipped for 3-D, seven other installations will be completed shortly and 11 situations have widescreen and stereophonic sound equipment. phonic sound equipment.

phonic sound equipment.

A number of film company execs from New York, including Paramount board chairman Adolph Zukor, attended the session. Aderessing the meeting, Zukor and Par sales chief A. W. Schwalberg commented on the new public interest in films and both expressed confidence in the future.

Taking note of the theatre con-

Taking note of the theatre con-clave, James J. Jennings, Wilkes-Barre radio (WILK) commentator, offered a plug for exhibs. "Theat-rical men, as a group, are a re-sourceful breed," he stated, "They sourceful breed," he stated "They are not afraid to face realities and they have no fear of trying something new "Injecting a local twist, Jennings said that if hard-coal operators were equally amenable to new ideas when the use of competitive fuels began to increase, they might be now in a more prosperous position.

Pix B.O.

= Continued from page 5

continued from page 5
contrete evidence that the trend is spreading. This week, for example, seven first-run theatres in the tri-city area of Albany, Troy and Schenectady jumped the week-night adult tap from 70c. to 74c. and the Saturday night and Sunday charge from 80c. to 85c. All houses involved were either part of the Fabian or Stanley Warner chain. Two of the houses delayed this advance for a week because they were showing Metro's "Arena" at \$1 top.

The Commonwealth Amusement

The Commonwealth Amusement Co., Kansas City, has hiked its admish scale in houses in Monnett, Washington and Waynesville, Mo. and in Searcy and Harrison, Ark

San Antonio ozoners, which had been featuring special "buck nights," have upped their charges to \$1.20 per car load. Ozoners participating include the Varsity, El Capitan, Fietta, Roxy, Fredericksburg Road and Hi-Park.

burg Road and Hi-Park.

The Ralaban & Katz circuit of Chicago recently raised its prices for all pictures. Circuit reportedly had been playing so many advanced-price pix that it jumped the scale permanently, rather than confuse its patrons by dropping its price for the occasional standard picture. Cleveland first-runs hiked their prices not too long ago and the subsequent runs followed suit.

and the subsequent runs followed suit.

Advancing of prices apparently marks a change in exhib policy. Theatremen had for a long time fought any increases and violently protested the high-percentage pix which forced the hiking of wicket coin. There was general fear that boosts would add to the theatres' woes and would have the effect of keeping more people glued to their TV sets. However, many exhibs have discovered that filmgoers were willing to pay more "if the picture is right."

Imports Drop Continued from page 4 =

this year. British pictures submitted in '52'53 totaled 87, a drop of eight from last year. However. British imports still ranked third after China (101). Number of French pix applying for censor seals this year rose from 39 to 42. leaving France in sixth position. Censor list takes in both features and shorts. Foreign films were part of a total of 1,383 pix handled by the division headed by Dr. Hugh M. Flick. Totals aren't necessarily indicative of actual bookings, since prints are frequently submitted for censorship okay for other than immediate exhibition purposes. They do provide an index, however, of lensing activity in the various countries and their assault on the U.S. market. Thus the 21 pic increase in Italo submissions is traced to the pressure put on by Italian Films Event which handles [Haian pix New Present Pre continued from page 3

Earlier 'Eternity'
Columbia has pushed up the release of "From Here to Eternity" to next month, in acknowledgment of the relatively recent market trend toward strong business the latter part of the summer.

Paul N. Lazarus, homeoffice v.p., Paul N. Lazarus, homeoffice v.p., with studio execs on merchandising plans for the pic.

Continued from page 3

cently in making a short on the handled by the division headed by the division head

Clips From Film Row

NEW YORK

Brandon Films acquired U. S. distribution rights to the German classic. "The Captain of Koepenick" It's tagged for release next season, with English titles by Herman C. Weinberg.

Foreign film importer Arthur avis picked up U. S. distribights to the French-made "Sinners f Paris." Madeleine Lebeau-Henri dibert starrer will be released via rlan Pictures.

Arlan Pictures.
Michael Redstone, who built the 900-car Fifth Avc. Bayshore Drive-Ip at Bayshore, L. I., last year, sold the ozoner to Prudential. & Playhouses Operating Co., headed by Joseph M. Seider. Deal was cousummated through theatre brokerage firm of Berk & Krumgold.

DALLAS

C O. Wise purchased the is general manager of Phil Isley Theatres, and will operate the house independently.

pendently.

pendently.

pency I

Adrian Upchurch opened his own booking agency here; formerly was with the Rowley United Theatres for 11 years.

Cactus Drive-In at Vernon, converted into a twin-screen situation, according to C. C. Hamm, owner.

Cactus Drive-In at Vernon, converted into a twin-screen situation, according to C. C. Hamm, owner.

The Starlite Twillte and Atomic Drive-Ins at San Angelo, sold by Mr. and Mrs. R. S. Starling to R&R Theatres, Inc., and its subsidiary there; Concho Theatres.

Albert Knopp, city manager for Long Theatres Circuit at Hebronville, announced that Pioneer Drive-In was reopened for season. Ed Newman reopened the Orpheum Theatre, the oldest film house in Waco. It was under Interstale. Circuit management for 20 years. Jack Cantrell has been named manager.

Lutzer Bros. sold their Azlec Theatre at Van Alstyne to R. M. Muse of Waxahachie.

T. L. Harville, mayor of Orange Groye, purchased the Texas Theatre at Bishop.

Jack Groves, veteran of 30 years in exhibition and distribution, announced that he'll retire. For the past 15 years he's been an exhib at Houston, where he operated the Post Oak Drive-In Theatre.

DENVER

Joe Dekker, partner in Civic Theatres, on a six-week vacation, taking in country from Mexico to Canada.

Tom Bailey, Lippert franchise, owner, took over the Webber, 750-seat first-run here, from Fox Inter-Mountain. After Fox puts on a new front, marquee and modernizes the interior, Bailey is set to operate, starting about Aug. 1.

Mike Stewart, general manager for Preferred Pictures, resigned and will leave for California with his family to make home; succeeded by Joe Kaitz, Metro booker.

Joan Carter back at former job as secretary of Allied Rocky Mountain Independent Theatres.

Wm. Prass, who has been handling Metro publicity here and in Salt Lake City, resigned and is doing special assignments for Columbia; succeeded by Frank Jonkins, formerly with 20th-Fox in this area.

umbia; succeeded by class, formerly with 20th-Fox in links area.
Harold McCormick resigned as filly manager for Fox Inter-Mountain Theatres in Las Cruces, New Mexico; will assist his brother George in operation of the M. & M. Theatres, Canon City, Colo.
Dick Smith, Aladdin manager, and Fred Huffsmith, Mayan manager, traded jobs.
The Aladdin, operating on day-

ager, traded jobs.

The Aladdin, operating on day-date basis in the past with the Tabor and Webber, moved to day-

New York Theatres

RADIO CITY MUSIC HALL "THE BAND WAGON" FRED ASTAIRE - CYD CHARISSE Oscar Levest - Menette Fabray - Jack Buchanse olor by TECH NICOLOR . An M-G-M Picture and SPECIACULAR STAGE PRESENTATION



date combo with the Denyer and Esquire, all first-run.

Robert Patrick, owner of Preferred exchanges, bought the Denyer and Salt Lake City Realart franchises from Earl Jameson Jr. Bo. J. McCarthy, recently Realart branch manager, will be sales manager of new setup. Bookers include. Laura Haughey and Joe Kaitz.

NEW ORLEANS

NEW ORLEANS
Purchase of the Lakeview, suburban film house, announced by
Frank Lais. House will be reconditioned and large parking space
added. Plans include installation
of 3-D equipment.
John Bracamontes, who shuttered the nabe Town, acquired a
third interest in the Roxy.
C.B. Newbery, Republic sales
manager, taking in French Quarter
sights with branch manager Leo
Siecshnaydre as guide.
W. W. Page opened his new Arcade at Ferriday. La.
Pioneer exhibitor Vic Maurin,
Fox, Houma, La., up and about
again after being hospitalized for
months.
Sale of hullding convined by the

Sale of building occupied by the Tem at Shreveport, La., announced by Jackson and Deas, Inc. Purchaser will convert house into a

ST. LOUIS

Tommy James, owner of the Comet, purchased the West End, a 990-seater dark since June 7, from the St. Louis Amus; Co. for a reported \$85,000. James hasn't indicated whether he'll reopen the house.

Komm Circuit started construc-tion of a new 800-car ozoner near

Komm Circuit State of a new 800-car ozoner near Granite City, Ill.

Annual meeting of the MPTOA of Eastern Missouri & Southern Illinois skedded for Dec. 14-15

Illinois skedded for Dec. 14-15 here.

Paramount Film Distributing Corp. purchased the quarters it's been leasing on film row for a reported \$75,000.

Three of the 16 theatres in the Fox Midwest Circuit in the St. Louis exchange territory shuttered for the summer. They're in Belleville and Jacksonville, Ill., and Cape Girardeau. Mo.

A 500-lb wall safe containing jewelry and cash totaling \$8,000 stolen from the home of Clarence H. Kaimann, owner of a chain of indie houses here, during the absence of the family last week.

Mis. Alpha Hisey, owner of the New State Theatre Nashville, Ill., and mother of former United Arfists veepee Gradwell Sears, underwent major surgery in St. major surgery in

CHICAGO

James R. Grainger, RKO prexy, in town to discuss company's first 3-D film, "Second Chance." Walnut Theatre, Walnut, Fil., shuttered last week.

Eddie Seguin back at B&K, with

Eddie Seguin back at B&K, with crutches, after an eight-week recuperation period.
Charles Simonelli, Universal eastern publicity- head, in for preem of "Sioux Uprising,"
Grand Theatre, Cicero; McIrose in Melrose Park, owned by A. J. Balaban; and Holly Theatre, Chi, owned by Sol Best, all were boarded up last, week.
John Vestal purchased Sky-Way Drive-In, Danville, Ill., from Jack Butler, retaining Arthur Gould as a booker and huyer.
Family Drive-In, Clinton, and Holiday Drive-In, Round Lake; both rebuilding after having been downed by the winds.

PITTSBURGH

hasn't been named yet.

BOSTON

John Downing upped from RKO office manager to sales manager replacing "Larry" Gardiner, who retired recently.

Mayor Hynes appointed Samuel Pinanski and Charles E. Kurtz-man members of the Contennial Commission of the Boston Public

Library.
Rein Rabakukk named assistant to Karl Fasnick, Loew's Theatres

bublicity chief,
Variety Club's annual "Day at the Races" slated for July 23 at Narragansett

Narragansett,
Nat Hochberg sold the lease and
equipment of the Jasan Theatre
in suburban E. Weymouth to Mario Cicchese. Latter formerly was
projectionist and manager of the

house.

Coca-Cola Co, set to pick up the tab for a cocktail party and New England shore dinner when National Allied Convention meets here in October.

LOS ANGELES

Filmakers Releasing Organization added four more exchanges making a total of 33. New exchanges and their managers are Philadelphia. Jack Engel, Memphis, Fred Myers; Oklahoma City. Carr Scott, St. Louis, George Philalips, and Herman Gorelick. Lippert Pictures acquired "U.S. release rights to "Undercover Agent," produced by Anglo Amalgamated in England.

Universal exchanges celebrating "Barney Rose Month" in honor of the western division manager's 25th year of service with the company.

25th year of service with the com-pany.

Leon Roth has been appointed publicity coordinator for United Artists in L.A., under supervision of ad-pub chief Francis Winikus.

Abner Greshler obtained U.S. re-lease rights to "The Black Robin" and "Spinster, Inc." produced by Butcher Films in London.

CALGARY, ALTA.

A \$250,000 drive-in theatre, res-taurant, motel and service station project will be started near Calproject will be started near Calgary this summer, by a group of businessmen headed by Paul Hansen, Calgary realtor. Opening is expected for June 1, 1954, Drive-in will handle 500 cars and will have indoor scaling for 300 patrons.
William Guss, manager of Metro's Calgary branch for the past 10 years, transferred to Montreal in a similar capacity. Albert Genaske, formerly a sales and booker at the Calgary office, succeeds him.

at the Calgary office, succeeds him.

New drive-in theatre at Saskatoon is The Skyways: operated by Lou Lalmon and Harry Lyone. Theatre, with 600-car capacity, features indoor accommodation, an auditorium with theatre seats for 100 persons, to cater to cyclists and pedestrians.

MINNEAPOLIS

"Beast from 20,000 Fathoms" newspaper ads carried line "the picture you've been hearing about on TV advertising campaign and gave RKO-Orpheum fine week, then was moved to RKO-Pan.

New Amphi outdoor theatre only local subsequent run, house to show "Salome" at regular admissions.

show "Salome" at regular admissions.

Indie Gopher awarded Metroreissued "Trader Horn" "Sequia' combo on competitive bids for downtown firstrun here.

Stanley Lambert, booth operator at Tower Theatre, Superior, Wis. died of heart attack.

Claiming, breach of contract. Harlon Blake brought \$3,850 damage suit against Amphi outdoor theatre. He quit a \$95 position as manager of suburban Tower conventional theatre to take similar one at \$175 weekly with the ozoner and then was discharged after two weeks, he alleges.

George A. Smith, Paramount Chicago. PITTSBURGH

Peter Thornton publicity directorf or Harris Amus. Co., and its affiliated sports, enterprises, resigned to take a similar post at station WENS here.

Major Phil Corso is back in town from Korea. He's a partner in local theatrical enterprises with his father, Vincent J. Corso, of Star Distributing Agency.

Victor Theatrie in New Castle closed for summer.

Jimmy Nash, Jr., is not joining sales staff of National Screen Service, having decided to remain as manager of Starlite Drive-In at Wexford.

George Tice Jr., son of Allied Artists salesman, who managed the Park Theatre. Homestead Park, went to Shadyside Hospital to have steel sliver removed from right eye.

Crown Film, operated on Film Row by Max and Martha-Shulgoid named distributor in this area for the Independent Releasing Corp.

Ben Hanna, long head shipper

for 20th-Fox, and his wife, celebrated their silver wedding anni. Leonard Costatanti, assistant manager of Loew's Ritz downlown, sister house to the big Penn, promoted to managership of Loew's in Dayton, O. His successor here have been pamed will As Agency Anticipates Budget Cut

Grable, 20th Part

Her latest suspension was caused by her refusal to appear in The Pleasure Is All Mine on loanout at Columbia.

Chi Pix Biz Up $41\frac{1}{2}\%$,

Substantial business rise this year of about 412%, over 1952 is revealed in amusement tax receipts from City Collector's office. From January through May this year. Chi theatres have kicked \$518,857 into city coffers, compared with \$509,684 paid for the same period in 1952.

Month of May receipts show \$85, 921 collected this year, over \$3,000 more than the \$82,829 picked up for the same month last year.

Warners Wooing

Continued from page 3

decision would probably be reached by them in the next 30 days as to distribution of the Martin & Lewis starrer, "Money From Home."

Par Buyout Cooking
Deal is in the talking stage for Paramount's buyout of the assets of the dissolved Hazen-Wallis Productions. Neither Joseph Hazen nor Hal Wallis is tipping the units plans, but persons close to the tie-up relate that Par is figuring on taking over the entire H.W. operation, including residual rights to all completed pix and talent contracts.

Whether basis for the talks is a cash deal or issuance of a block of Par stock to Hazen and Wallis was not made clear. It was via a stock swap that Par, in 1947, took over Liberty Tilms, which had been formed by Frank Capra, George Stevens, William Wyler and Sam Briskin.

Twin City Ops

neighborhood houses has equipment.

And even the few subsequent run theatres with the equipment aren't playing the 3-D's indiscriminately, Just two of the four have played "Bwana Devil," and none has bought "Man in the Dark," the only two available to them up to now to now.

to now.

In downtown Minneapolis, equipment is in both RKO theatres and in only one of the four Paramount houses. The lone St. Paul RKO theatre and one of the Paramount chain's two houses have it.

Hefty 3-D loop firstum grosses here have been "Bwana Devil," "House of Wax," "Fort Ti" and "It Came From Out Yonder," On the other hand, "Man in the Dark," "Arena" and "The Maze" have failed to kick up much boxoffice, dust, None of the latter frio ran more than a single week. This compares to six for "Wax," five for "Ti" and four for "Yonder."

Local trade circles say there has

"Ti" and four for "Yonder."
Local trade circles say there has been sufficient experience to demonstrate that the mere fact that a picture is 3-D doesn't assure it boxoffice success here, and also the public now apparently has a way of "smelling out" the good and bad ones in advance. The ones that didn't kick strongly failed to open well.

PCC SEEKS \$1,225,000 Hollywood, July 7.

Film industry's Permanent run moustry's Permanen Charities Committee, headed by Sam Jaffe, is aiming at \$1,225,000 same goal as last year, for it 1954 drive.

Proceeds will be divided among 17 major charitable organizations.

000 yearly appropriation for its Hollywood, July 7.

After 17 years and numerous suspensions at 20th-Fox, Betty Grable obtained release from her contract, which had about two years to run.

How better pix Biz Up 41½%,

Theatres Pay 518G Tax

This pleasure is All Mine on out at Columbia.

Pix Biz Up 41½%,

Theatres Pay 518G Tax

Distantial business rise this of about 4½%, over 1952 is called in amusement tax rests from City Collector's office, in January through May this Chi theatres have kicked

The Pleasure is All Mine on out at Columbia.

Pix Biz Up 41½%,

Theatres Pay 518G Tax

Chicago, July 7.

Josiantial business rise this of about 4½%, over 1952 is called in amusement tax rests from City Collector's office, the compressional milt. However, VA officials are controlled that it'll be less than here-toffice, due to the administration's promised economy program.

Non-Committal Pacts

'Non-Committal' Pacts

Non-Committal Pacts

VA maintains a single film-buying office in New York which supplies pix for 164 VA hospitals in
the U. S. and installations in
the U. S. and installations in
the U. S. and installations in
direction of William J. Jones, Jr.,
previewing and booking director
of the motion picture division
Jones is a veteran filmite, having
been an exec of District Theatres
of Washington and of PRG and
Monogram. Monogram.

Monogram:

Pacts with the film companies are termed "fron-committal" agreements. They provide; for example, the cost the VA will pay for a black-and-white film, a Technicolor pic and for shorts. Since the VA has to be expecially careful in the selection of film fare, there is not definite commitment regarding the number of films the agency will purchase yearly from each filmpurchase yearly from each film

ery.

VA maintains many tabus in the VA maintains many tabus in the selection of pix for its patients. Approximately one-third of the total output of major film companies is rejected because of scenes deemed unsultable for viewing by patients. Among product nixed are war pix and film depicting suicide, violence and psychopathic individuals.

VA new 156, 25m features and

VA uses 156-25m features annually and a like number of 16m features. It presents three films a week in each installation, a 35m program for ambulatory patients and 16m one for those confined to and 10m one for those confined to the wards: It also offers a special shorts program twice weekly for patients unable to sit through a feature pix. Special films are also employed as an adjunct to shock therapy.

VA rents VA rents 104 Spanish-titled pic-tures from the filmery internationdepartments

Shipments of 35m prints domestically are handled through the ex-changes of the various film com-panies. VA, from its N. Y, head-quarters, distributes the 16m

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Authorized Bigelow Karpet-Kare

'Double Exposure' (Kid Version, Too) Set for WOR-TV Preem on July 18

Moving in at a time when mystery and adventure programs are at a minimum, WOR-TV, N.Y., will aunch its controversial "Double Exposure" plan of repeating filmed For Groucho TV Exposure" plan of repeating filmed shows on Saturday nights, starting July 18. Jim Gaines, General Teleradio v.p. in charge of WOR and WOR-TV, who originated the plan has added a new wrinkle, a "Double Exposure" for children, which will also be aired on Saturdays around dinner time.

Adult fare will start at 9.p.m. with "Dangerous Assignment." the Brian Donlevy starrer, which is not strictly part of the "Exposure" scheme, since WOR-TV went out and bought the show directly from

strictly part of the "Exposure" scheme since WOR-TV went out and bought the show directly from NBC-TV Film Division to kick off the Saturday night series. This will be followed at 9:30 by "Man Against Crime" for R. J. Reynolds and by "Inspector Mark Sabre—"Homicide Sauad" for Sterling Drug at 10. Gaines is still dickering for another film series for 10:30, and there's a strong possibility he'll get one for the July 18 tecoff date.

tecoff date. Kidpix idea hadn't been coff date.

Kidpix idea hadn't been preously disclosed, but Gaines feels
iere's no reason why sponsors of
e moppet films shouldn't be able
repeat their shows, and at the
ime time feels the station will be
ble to secure a strong audience
t dimertime. Saturday evening. at dinnertine Saturday evening. He feels that the regular programming fare will pull the kiddles away from opposing feature films and adult programming on at that

and adult programming on at that time.

Shows lined up firmly for the kidpix parade are "Sky King." for Derby Foods, and "Wild Bill Hickock" for Kellogg, with several others in the works. Gaines has set no definite time slot for the mopet "Exposures." other than to state that they would be somewhere in the 5 to 7 p.m. block.

Basic idea of the "Double Exposure" plan, as revealed in Variety a couple of months ago. is to enable sponsers of filmed shows to repeat their programs in the N.Y. market at no extra time cost to them. WOR-TV is offering them the time for two reasons, to bolster its programming lineup and to sell extra adjacencies around the strong programming block. Plan has met with some opposition on the part of networks and agencies, and with hesitancy on the part of many advertisers.

With only two filmed shows set firm, Gaines deedded to buy "Assignment" and peddle it outright as a regular WOR-TV feature. Move was made because show, it was felt, would give the "Exposure" block a strong leaded show and because getting on the air with the plan would give other advertisers a greater incentive to get in on the plan than if it were still in the talking stage.

Shupert Exits UA For ABC Exec Job

George T. Shupert, head of the United Artists' television department for the past year, and formerly, v.p. and director of commercial TV operations for Paramount, reportedly will switch to ABC the first week in August. UA. It's understood, is now auditioning several exces in the field as a replacement.

nient.
Shupert, who had been associated with ABC execs via the original Par-United Paramount ticup, which in turn was followed by the UPT-ABC merger, has been eyed by ABC for some time. He'll head film syndication for the network, it's said, under a deal which despite his friendliness toward the UA regime, he felt impelled to accept.

Jerry Fairbanks Abroad

yesterday (Tues.)

For Groucho TV Series

Hollywood, July 7.
NBC-TV signed with Filmeraft NBC-TV signed with Filmeraft Productions for latter to again shoot Groucho Marx's "You Bet Your Life" show, as the Marx program is set for next season in deal involving approximately \$1,000,000 in package and production costs.

film costs.

Filmeraft will lens the 39 halfhour programs beginning Aug. 19,
with DeSoto-Plymouth sponsoring.
Prexy Isidore Lindenbaum of Filmgraft signed deal with the web.

Snarls Thicken On Snader-Bisno

Hollywood, July 7.
Complicated legal hassle surrounding the Louis Snader-Al Bisno producing and distributing firmscontinues to be snarled in claimsand counterclaims, and Arbitrator
Samuel R. Rosenbaum, concludingfearings last week in Beverly
Hills, warned investors that it's
probable that "It will take several
years to realize on the receivables
in full."

Rosenbaum also informed investors in Snader Telescriptions, Snader Telescriptions Sales, Bisno Snader Markovitch and Bisno Tele-Snader Markovitch and Bisno Tele-film Sales that some of the prin-cipals may become personally li-able to investors, since without personal liability there will be a loss to investors "in the neighbor-hood of \$400,000."

Unloading of former Snader-Bison properties has hit legal snags, too. Sale of the Snader Telescriptions, three-minute musical shorts, to Ben Frye's Studio Films, is bogged in claims, despite fact that hogged in claims, despite fact that, Frye paid the money, now in escrow, and all music publishers concerned have assented to the transfer. Claims to be adjudicated arise out of charges of cancellations by stations, rebates on station contracts and failure to perform services reguired.

Likewise, the "Dick Tracy", series and the package of Korda features is still unsold, with United Television Programs having cancelled its option to buy them last May, and three prospects having dropped negotiations for the properties since that time. According

dropped negotiations for the properties since that time. According to Rosenbaum, "Purchasers are scared off by the prospect of lengths lititation before a good and clear title can be given. Hearings were further disturbed last week by the death from a

last week by the death from a heart attack of Norman Newmark, one of the counsel for Bisno Snader Markovitch, who had compiled a chronological summary of all events in the history of the firms. Strain of the hearings was also felt when Henry Bisno collapsed of exhaustion and was taken home.

WBNS-TV'S 300-PIX **BUY FOR 1ST RUNS**

Columbus, July 7.

Jerome R. Reeves, program director of WBNS-TV here, pacted with six telepix distributors for over 300 feature films, which will be shown on an exclusive "first-time" policy on the station's night-time "Armchair Theatre."

Deal one of the biggest concerns

PT-ABC for some time. He'll head in syndication for the network, said; under a deal which depite his friendliness toward the Armichair Theatre. Ohio, was arranged with distribs that included Unity Television for the regime, he felt impelled to accept.

| Cerry Fairbanks Abroad | For Miller Beer Comm' |
| Jerry Fairbanks, vidpix and printer and producer left of the
Row York yesterday (Tues) for the Bayaria, Germany, where he'll shoot a 30-minute commercial film of the Miller Brewing Co.

On his return later this mouth. He formerly served as director of Fairoanks will begin work on a radio and television for the Hevefilm for Chrysler.

GAC Reps Screen Gems

General Artists Corp., in a deal with Columbia Pictures, has taken with Columbia Pictures, has taken over as regional and national sales representatives for Screen Gems, Col's TV film subsid. Talent agency has offices in New York, Chicago, Beverly Hills, Cincinnati and Dallas.

John Mitchell, Screen Gems general sales manager, will continue sales to local advertisers.

American Tobacco Goes Whole Hog on Thomas Rather Than Alternate

American Tobacco will sponsor Danny Thomas on ABC-TV every week in the fall, with show going into the Tuesday 9 p.m. slot opposite "Fireside Theatre" on NBC-TV and "This Is Show Business" on CBS-TV. Tobacco company is retaining its option on the Ray Bolger show, pilot of which will be shot this month.

Ciggie firm had signed for alternate weeks on Thomas, with an option for the other week and also for alternate weeks on Bolger. Network meanwhile had wrapped up a contingent sponsor on the Thomas show, but American Tobacco this week decided it wanted to go weekly with the show. Brand to be advertised and agency still haven't been set.

Option on the Bolger show runs until firm can get a look at the

Option on the Bolger show runs until firm can get a look at the pilot. Likelihood is that network or whatever clients are sold will put the program on Thursday nights.

WAKELY TO 'EMCEE' OWN PIX ON TEEVEE

Hollywood, July 7.
Monogram has sold 20 Jimm
Wakely oaters produced in 19
and 1950 to KLAC-TV and the 1 Wakely oaters produced in 1949 and 1950 to KLAC-TV and the local channel is negotiating for Wakely to appear with the pix when they are screened to emcee and sing as lead-ins to the pix, station manager Don Fedderson reports.

ports. Wakely pix, "first run" on were acquired in negotiations Fed-derson had with G. Ralph Branton v.p. of Allied Artists-Mono and

derson had with G. Ralph Branton, v.p. of Allied Artists-Mono and prexy of Interstate Television.

Two-year deal is for five runs for each pic. Because pix involved were made after the cutoff date of Aug. 1, 1948, of Screen Actors Guild, studio has made arrangements with SAG to pay thesps who worked in the pix a percentage of their original salaries.

Open-End Vidfilm Spots In Boom, Sez Michelson

Charles Michelson, prez of Charles Michelson, Inc., N. Y., 90% of whose biz is in radio packaging, re-ports there is "a surprisingly grow-ing demand" for vidfilm open-end

ing demand for violini open end spot announcements. Since setting up his library of 11 different categories of 30-second open-enders six months ago, he says open-enders six months ago, he says he has sold them to sponsors in 11 markets. His announcements, which provide for the local advertiser to fill in his pitch on the other 30 seconds left in the one-minute commercial, include such items as weather jingles, intros for special sales, and pitches for appliance dealers, brewers, banks and used car dealers.

Hoppy's Sunstroke

Hollywood, July 7.
Bill Hopalong Cassidy) Boyd is recovering from a sun stroke and heat exhaustion suffered while he was working in a telepix series of Hoppys at Placeritas Ranch near Newhall

Consequently the series has been postponed for two weeks, until July 20, when Boyd's medico says it will be okay for him to resume.

Kerner on 'Unfair' List

Hollywood, July 7. American Federation of Televi sion and Radio Artists here has

placed Sam Kerner on its "unfair" list, allegedly because he didn't pay \$4,615 owed union members, according to exec secretary Claude McGue-of-AFTRA.

McCue says Paul Friese had lead in series which involved use of mul-tiple-voice effect.

NBC's \$1,000,000 Film Stock Library **Now Profitable Venture After 9 Years**

Kling Studios Acquire **Expanded Chi Property**

Expanded Cili Froperty
Chicago, July 7.
Kling Studios, one of Chi's largest motion picture producers, has expanded its Windy City operation with the acquisition of a new studio west of the loop. The new property containing 85,000 square feet of floor space will be devoted to motion picture and television film production.
Included in the new studio that contains three large sound stages,

contains three large sound stages, will be editing rooms, title and art studios, film labs and libraries, two theatres, scenery shops and offices. Occupancy is skedded for Aug. 1.

104 Italian Pix To Be Dubbed for TV

he huddled on a recent trip to Italy. Films, which were made during the 1949-53 period, will undergo dubbing in N. Y. immediately for readying in packages of 13 and 26 for September sale.

Pix, for which Weill had to pay nearly \$1,000,000 in advances, star wk. Italo film names such as Anna Magnani, Silvano Mangano, Vittorio Gassman, Silvana Pampanin and Alida Vallt. Dubbing project is said to be the largest in the history of the film industry.

COLLEGE GRID GAMES AS SYNDICATED PIX

AS SYNDICATED PIX

Filmed football games will be available to stations on a syndicated basis this fall within four days after they are played, via agreements between Sportsvision, Inc., and top colleges throughout the country. Sportsvision will film an "All American Game of the Week" each week at another college, and via Consolidated Television Sales, will distribute prints to stations on Tuesdays and Wednesdays.

Sportsvision did the same thing last year, with Consolidated distributing. Producing firm signed agreements last week with colleges in the Big 10, Southwest Conference, Pacific Coast Conference and the Big Seven, along with many independents. Firm will film 13 games in all.

58-Market Spread For 'Foreign Intrigue' Vidpix

J. Walter Thompson agency re ported this week that it now has the "Foreign Intrigue" vidfilms distributed in 58 markets, 20 of them for Ballantine Beer, the other 38 bankrolled by local sponsors.

38 bankrolled by local sponsors.

Meanwhile, producer director
Sheldon Reynolds is currently in
Paris preparing to shoot the third
group in the series, with James
Daly as star replacing Jerome
Thor, who is now in N. Y. Heretofore, Reynolds has shot 78 of the
yidfilms, with 39 in each series.

Ratoff's 'Mr. Big' Vidpix

Hollywood, July 7.
Gregory Ratoff will topline "Mr.
Big," vidpix series of half-hour
dramatic programs planned by
Jack Chertok.

manos made upon it by savvy adagency commercial producers and drama show directors, NBC-TV's mammoth N, Y, film stock library is now out of the red ink column for the first time in its nine-year history.

Its \$1,000,000 hoard of 47,000,000 feet of film, buried in 17 fire-proof vaults, is currently grossing over \$10,000 a month. Sales of its some 15,000 individual topics, cross-indexed from anchovies to zabagione (an Italian dish), were 265% higher for the first six months of 1953 than for the comparative period last year.

Frank Lepore, manager of NBC-TV's film & kinescope operation, whose 25 film librarians work out of the old Pathe Laboratories at 105 E, 106th St., N. Y., feels the library's present prosperity is due to admen's growing awareness that stock film can save them money.

"The first impulse of an adagency man, faced with putting out a tricky TV commercial, was to go out and shoot footage." he says. "Now they just ask for our duplicate cross-index. If we haven't got the precise scene they want, we can usually get it from outside sources, like the UN, foreign government offices, the tremendous film libraries of the Ford Co or Bell Aircraft."

In a similar fashion, he says, the producers of TV shows are growing more versed in how to add realism via stock film. Instead of phoning up and asking whether the library has such and such a scene, producers of shows like "Robert Montogmery Presents" and "My Son, Jeep," submit an entire script to the library. The librarian, himself, exploiting his past experience, indicates where stock film can enhance or save money for the production.

Theatre Men Buy TV Stock
"An added irony of our business," he says, "is that the film theatre industry and its newsred companies won't sell footage to TV. But don't mind at all renting our footage to the min including house," he says, "is that the film theatre industry and its newsred companies won't sell footage to TV. But don't mind at all renting our footage into what seems to be lavishly costly commercials.

TV advertisers a

company wanted vacation moniages to illustrate the slogan, "cool as a mountain breeze."

Lepore has found that the producers of "Your Hit Parade" and "Robert Montgomery Presents' are among those most aware of the value of stock footage. When Lucky Strike wanted to illustrate the ballad, "Wheel of Fortune."

Las Vegas footage did the trick; for "Shrimp Boats," of course, shots of those vessels were easily available.

Guild Wraps 39 'Liz' Pix

Guild Films last up a deal under which it will produce and syndicate 39 half-hour films of "Life With Elizabeth." the Betty White starrer currently being aired live on KLAC-TV. Hollywood. Deal is the second of its kind for Guild and KLAC-TV.

its kind for Guild and KLAC-Tv. with the former now distributing "Liberace," originally a live show on the station, in 65 markets, Pact, negotiated for Guild by prexy Reub S. Kaufman and by KLAC-Tv by general manager Don Fedderson, calls for immediate production of the series, with a fall start on syndication. Comredv format will remain unchanged. Chertok, just returned from a fall start on syndication. Combiz junker to N. Y., is also working edy format will remain unchanged, on his "Private Secretary" and and George Tibbles will write and "Cavalcade of America" telepix direct the series. Films are budgeted at \$10,000 each.

NBC'S 'TO SPLIT OR NOT TO SPLIT'

Sarnoff & The Critics

As a footnote to the Fortune magazine article, which pitted CBS versus NBC and gave the nod to the Paley-Stanton team—and also resulted in a note of apology to RCA board chairman David Sarnoff from the Luce periodical for some "loose" decimal points in profit calculations—Sarnoff has been wondering "why our medium doesn't do something to strike back."
"Radio and TV can make songs, films, plays, books and ideas into hits, but broadcasting does nothing to sell itself, or even defend itself. Some of the so-called 'expert' press criticism leaves little opportunity for self-defense. What would be wrong if NBC, for example, engaged a highly expert journalist to criticize the critics, utilizing the mike as its method to combat what we might consider unfair or inexpert attack. Of course most of it is savvy, expert and constructive even in its sharpest criticism.
"But there may be times when even the most expert critics are lacking for knowledge of what is the raison d'etre for this or that operation. One New York critic, and it so happens a nice guy and a good friend of mine, called me and wanted to know point-blank, General, did you OK that silly race for the first Coronation pictures?" I told him that not only did I approve it but gave it more than tacit enthusiasm. He was surprised. I pointed out the surprise should not be "great—had some of our so-called 'younger, more enthusiastic opposition beaten us, you would have been the first to cheer that young blood. And were it not for an act of God with that fouled-up fuel line, NBC would have been the flest to the coop.

"All we broadcasters learned about scoops." I couldn't resist

by three or four hours, and that would have been a worthwhile scoop.

"All we broadcasters learned about scoops." I couldn't resist adding. " has been from you newspaper fellows. You even risk your reporters' lives at war front lines in the intrepid tradition, so why pick on us?" He had to agree.

"Another lady columnist wanted 10 minutes, said something about 'NBC is too aloof and inaccessible. I gave her lunch and an hour-and-a-half, and when she got down to the \$64 question, it was something to the effect, 'How much does NBC lose on its "All-Star Revue"; how much does the show cost, how much do you contribute to it and what is your net-yield?" I answered that as soon as your publisher tells us what his profit was, what it cost him to indulge one of his kin in a losing publishing venture, how it was charged off, etc., then I think your question justified. 'She was a good sport and said, 'Oh, I never thought of it in that light.'"

If broadcasting is considered show business and hence public property, that's all right, says Sarnoff, but he doesn't go along with the free-for-all attacks on the medium.

Nobody Happy Over Fortune Mag's CBS 'Study'; NBC Registers Dissent

As was to be expected, the current Fortune mag article on CBS left a bad taste in the collective mouths of the NBC-RCA echelon, from board chairman David Sarnoff down. The CBS high command on the one hand complains that although the piece projects the Columbia network showmanship in a favorable light, the manner in which it treats Columbia's losing battle for color is none too flattering.

ing.

RCA-NBC, on the other, feels that the article is "in the usual downbeat Fortune vein when it comes to NBC." What particularly disturbs NBC is the fact that Time, Inc. (publishers of Fortune) owns two TV stations, both of which have NBC affiliations, yet gives the bows to the CBS network operation. As one NBC exec put it: "It's like Macy's running an ad telling how terrific Gimbel's is doing."

NBC also takes issue with For-(Continued on page 44)

NBC-TV Staffers On a Tint Sprint

NBC-TV's gearing for the "color future," even though an FCC okay of the RCA system of compatibility remains months away, hit a stepped-up tempo during the past week as the network buckled down in earnest to indoctrinating its talent and production staffers to the upcoming tint era.

The network's preparations have

The network's preparations have even extended to the Coast, with Sylvester L. (Pat) Weaver, NBC's NBC's who is now the major feature. now the major color factorum, winging to Hollywood over the weekend to some quickie meetings on program and talent facilities and alerting Coast staffers to the problems ahead.

The Colonial Theatre in N. Y., the web's principal "experimental laboratory" for color, is now a beenive of daily activity for clinics, evelesting, training, etc., as NBC staffers are being put through the Continued on page 44

(Continued on page 44)

Serutan Drops 'Modsiw'

Serutan, which started "Juvenile Jury" on NBC-TV this week, has cancelled "Wisdom of the Ages"

cancelled "Wisdom of the Ages" on DuMcnt. Firm is mulling a return in the fall, with the network not yet decided upon.

DuMont is moving the quizzer, "Where Was I?" from 10 p.m. into the 9:30 slot vacated by "Ages," and is replacing it with a film show.

NBC-TV's 'All This And Color Too' As On - the - Air Bally

on-the-air hoopla campaign de-signed to make the U.S. public color conscious", now that RCA has officially taken action for an FCC sanction of its tinted video.

On the day that the Government agency gives its blessing to the RCA system of compatibility, the network will be ready to go on the air with a variety of programming which, though transmitted to the vinen, crough transmitted to the viewer in monochrome, will actually be staged as color presentations and invite the announcement. "This is what you will see in color; think how much more exciting it will be."

will be."
Initial blueprint calls for RCA-NBC board chairman to appear personally on these shows explaining to the American public the RCA timetable and tint aspirations for the future. In addition to a variety show featuring musical segments, dancing and comedy highlights, it's also planned to do a full hour dramatic showcase (which will probably be produced by Worthington L. Miner) with excerpts from such NBC productions-as-Philco-Playhouse," "Kraft. TV Theatre" and "Robert Montgomery Presents."

BY FRANK WHITE

NBC is undertaking a study to determine whether the network should separate radio from television and, if so, to decide just how far to carry out the split. It's known that, since returning from his European vacation as network prexy (although NBC-RCA board chairman David Sarnoff continues as chief operational factotum). Frank White has been devoting most of his time to the new study in the networks bid for maximum administrative efficiency.

For several weeks now there have been recurring reports that NBC was ready to adopt the "split technique" similar to that in force at CBS, where two separate companies are in operation for AM and TV. In some quarters even names have been bendied about, with reports that White would assume the NBC Radio prexy post. However, a top NBC spokesman vigorously denied the report, although acknowledging that White is presently engaged in a study to determine whether or not NBC or any of its component parts should be split down the middle.

General belief around the network is that the sales operation will be the first to undergo a separation, with possibility, that programming will be next in line. It's no secret that there has been some disquietude among NBC radio affiliates over the integrated programming setup claiming that under a single administrative command creative radio programming that the radio affiliates convene in Chicago later this month to map its strategy for a meeting with the network, the bid to separate radio from TV programming will get prominent spotingthing.

Thus the possibility looms of

gramming will get prominent spot-

gramming will get prominent spot-lighting.
Thus the possibility looms of NBC returning to the Booz, Allen & Hamilton "splitting down the middle" thinking that sparked a major reorganization within the network several years ago, only to be scrapped in subsequent administrative overhaulings as the network finally merged all operations for the present integrated pattern.

SAMUELS EXITS WM; **GRUSKIN'S SHUTTLING**

With Frank Samuels exiting the William Morris agency as head of west coast radio-TV activities, Sam Weisbord will be the top coordina t r and George Gruskin, who is chief aide to Wally Jordan in New York, will be shuttling N. Y. to L. A. with greater frequency. Gruskin may move back entirely to Gruskin may move back entirely to the Hollywood operation but, right now, it's unfeasible because of the eastern volume of business and the general pressure, especially with Jordan just out of the hos-pital, where he was operated on for gallbladder.

General new thinking in all Coast least agreey operations is to coor-

deletal new thinking in all coor-dinate the picture departments more and more with TV, since the film production hiatus is segueing more personalities into the video medium.

Friars Woo Godfrey

Friars Woo Godfrey

Annual fall shindig of the Friars Club is planned as a tribute to Arthur Godfrey—if the CBS radio-TV star will go for it. Last annual event honored Bob Hope and the year before the honor guest was Jack Benny to commemorate his 20 years as a radio personality.

Friars Club has already made some overtures to CBS to sound out Godfrey (who is now recuperating at his Virginia farm from his Boston surgery.) However, its considered doubtful whether Godfrey will go for it, as he's known to shun such tributes.

ASPECTS SIFTED NBC Envisions a Sat. Nite Future For Hayward; TV 'Excites' Producer

Mull All-Chi Antenna

Chicago, July 7. All Chi TV stations have been in conference a bout touilding a combination antenna atop the 42-story Prudential Insurance building, now under construction on Michigan Ave.

CBS veep II. Leslie Atlass said he thinks each station would prefer to keep its present site, but "if one station decides to use the new location, we must all use it."

Atlass said it'd be an expensive proposition, with a tab of over \$300,000 for merely designing the master antenna.

CBS-TV to Make **Up Lost Time On**

Chicago, July 7.
Windy City network TV originations should get a big hypo from CBS-TV within the year, according to II. Lestie Atlass, CBS Central Division veepee, CBS is currently fow man on the origination totem pole with only a half hour a week (which it inherited in the purchase of channel 41, NBC-TV is originating nine hours, weekly, ABC-TV and Dumont 21/2 hours weekly each.
When WBBM-TV's new studios are ready. Atlass said he'd, start making good on the promise given the FCC by CBS-TV prexy Jack V an Volkenburg of cultimately originating "as many as 12 hours a week of network television programs in Chicago." The majority of these web shows will be Chicago, at present, wBBM-TV is using the old WBKB studios in the State-Lake building. Atlass said thresites are under consideration for (Continued on page 44)

CBS & Johnson's Wax Duet: You've Been More Than a 'Father' to Me

Than a 'Father' to Me

CBS execs are still coming up
for breath in the aftermath of the

'Life With Father' TV sale to
Johnson's Wax for the Sunday
evening at 7 slot next season. It
was a case of getting off the hook
for \$500.000 (the amount to which
CBS-TV was committed on rights,
royalties, staff, etc.), but the
ramifications involved in bagging
a client and clearing the decks for
the Sunday at T time represented
a heirculean feat.

First off it was a case of making
the Sabbath 'time available. This
meant shifting the Wrigley-sponsored Gene Autry show to another
period. CBS prexy Frank Stanton
personally stepped into the breach
and winged to Chicago to convince
Wrigley to make the shift to
Tuesday at 8 on the basis that
Autry and Red Skelton as back-toback attractions could well be the
answer to clipping Milton Berle's

Tuesday at 8 on the basis machaly and Red Skellon as back-to-back attractions could well be the answer to clipping Milton Berle's rating wings.

Within 48 hours Stanton had sold Wrigley, But convincing Autry was something else again. For a while it looked like no dice, but finally Autry, too, capitulated.

However, the problems are far from solved. Johnson's Wax has a title and a time segment. It's not only likely that both Dennis King and Martha Scott will be replaced as the leads (CBS is still unhappy with the show's sum total to date) but it's now reported that Erra Stone, who did the kine audition, won't be back as director.

The network jockeying for Le-land Hayward's services as a per-manent entry in the TV produc-tion sweepstakes continues un-abated: NBC for one, is hopeful of corralling him, envisioning a Hayward-produced once-a-month 90-minute show in its Saturday night plans for the future. Thus far Hayward's been lending an at-tentive ear but remains noncom-mittal: Since Hayward and CBS board chairman William S. Paley are close friends and neighbors, it's a cinch that the Columbia hierarchy won't tet him go by de-fault.

ides to use the new locan, we must all use it."

Atlass said it'd be an expense proposition, with a tab of cression, one master antenna.

STV to Make

Ip Lost Time On

Chi Orginations

Chicago, July 7.

Indy City, network TV originashould get a big hypo from TV. within the year, accord of the Leslie Atlass, CBS centry we must all use it.

In one station of the firm go by default.

With the 9 to 10:30 "Show of Shows" going on a staggered basis next season (playing three weeks and laying off one, similar; to the Milton Berle formula last season), NBC wants to slot a Hayward production in the 90-minute segments on the fourth week. Tentatively, it has set "All Star Reyne" for the solid elther be dropped or shifted to another period.

NBC-TV's program chleftain, Charles (Bud) Barry, and his aides are meanwhile mulling methods by which some of the major highlights of the widely-kindosed Hayward produced Ford cavalcade for integration into future program schedules.

Hayward last week assembled at his NY, hone most of the Ford-

Hayward last week assembled at his N. Y. home most of the Ford-showcased 'performers' (with the major exception of Effiel Merman, who has returned to the Coast) for their initial viewing of the kinescope of the two-hour program—the first time they had seen

Hayward himself is builish on the potentials of TV, describing the medium as exciting and pro-vocative, While he prefers not to vocative. While he prefers not to commit himself just yet as to his entry into TV, he sees the elec-tronic show biz pattern as provid-ing a definite challenge for "new-comers" like himself in charting new techniques.

Mon. at 9 Lone **NBC-TV Problem**

TV competitive picture, Monday-night at 9 on NBC (opposite "Lucy") remains as the only toughto-find a sponsor half-hour seg-ment, occupying the same "island" position that obtained for several seasons Tuesday 8 to 9 on CBS TV when no one would hazard going

when no one would hazard going against Millon Berle. However, Columbia has finally cracked the Ice with its switchover of the Wrig-ley-bankrolled Gene Autry show to Tuesday 8 to 8:30 and Red Skelton set for 8:30 to 9.

To any sponsor who will buck the "Lucy" Monday night competition, NBC will make an attractive program contribution tantamount to practically giving the show away for free in return for buying the idea of putting "Mr. and Mrs. North" into the spot (show has been cancelled by Colgate) as a sustainer until a client comes, along

GENE KING BACK TO U.S.: JOINS HUB WEEK

Boston, July 7. Gene King is back at his old stamping ground, having resigned his European Information post for

the U. S. (ex. Economic Coopera-tion Administration). King had been headquartered in Paris for the past two years.

King checked in this week at the CBS-owned WEEI radio station, taking over the program director-ship. He succeeds Ray Girardin.

TONY MARTIN SHOW With Bill Foreman, announcer:

TONY MARTIN SHOW
With Bill Foreman, announcer;
guests
Producer-Director: Bill Brennan
Writer: Glenn Wheaton
30 Mins.; Sun., 8 p.m.
RCA-VICTOR
NBC, transcribed from N. Y.
(J. Walter Thompson)
Tony Martin has stepped, into
the vacationing Phil Harris-Alice
Faye show's, time slot with a quasidisk jockey stanza aimed at plugging his own platters and others
from the RCA Victor catalog. That,
of course, gives RCA a disguised,
but solid half-hour commercial on
this show since the Victor disks are
parlayed with straight plugs for
other RCA products, such as radioTV sets, etc.
Martin, however, is a hep spieler
besides being one of the top male
vocalists in the business. On the
opening show 45 of this transcribed series, he adeptly handled
some light bantering with guestar.
Phil Harris who also had a couple
of his Victor platters aired. Harris' version of the oldie, "The
Preacher and The Bear," was, in
fact, one of the show's highlights,
Martin spun a brace of his sides,
including the current "Sorta On
The Border" and "Unfair" in addition to such click lodies as "I Get
Ideas."

Series will showcase other Vicfor artists in the guest slot with

Ideas."

Series will showcase other Victor artists in the guest slot with Perry Como due to appear on the second stanza. Announcer Bilt Foreman delivered the regular Victor plugs, in okay style without punching too hard. Herm.

tor plugs in okay style without punching too hard. Herm.

CONFESSION.

With Paul Frees, Joyce McCluskey, Virginia Greeg, Marvin Miller, Sam Edwards, Stacey Harris Producer-Director: Homer Canfield 30 Mins., Sun., 9:30 p.m.

Sustaining

NBC: from Hollywood.

Those radio "Dragnet" fans who wondered what they were going to listen to during the summer might just as well-turn their dals back to NBC. Homer Canfield has whipped up a summer replacement for the series that can stand on its own as an excellent radio property, a program worth developing as a year-round show.

Tilled "Confession," it's a documentary-styled crime show, based on the files of various correction departments throughout the country, and presented in cooperation with the California State Department of Correction. First program told the story of a teenage girl-who ran away from home with a young boyfriend, was led into a life of crime and finally found berself a widow and mother in the hands of the California police.

Script realistically unfolded the steps that led up to her final predicament—parental misunderstanding, a quick marriage, a series of holdups, with the husband rapidly becoming a dope addict, and his final demise via an aborted drug store burglary for narcotics. Gal was excellently portrayed by Joyce McCluskey, aided by a fine supporting cast. J. Frederick Albeck's music gave the show an added touch of forcefulness. Final touch of realism was the buzz that indicates a phone wire is tapped, going on and off as the confession proceeded.

"Crime doesn't pay" tagline was nicely handled by Miss McCloskey, affect by Miss McCloskey.

IT'S THE BARRYS
With Jack Barry, Marcia Van Dyke
Producers: Barry, Dan Enright, Ed
Friendly
Director: Enright
Writer: Louis Heyward
15 Mins; Mon.-thru-Fri.; 9:15 a.m.
NBC: from N V.

NBC, from N.Y.
(Ed Kletter Associates) (Ed. Kletter Associates)
Packaging firm of Barry, Engight & Friendly, thus far limited to panel and quiz shows, has come up with its first situation comedy, in which Jack Barry and his wife, Marcia Van Dyke, act themselves in a sort of "at home with us" format. Judging from the first airing Monday 61, program could stand a lot of improvement, both in the scripting and thesping departments, before it can hold a regular audience on its cross-the-board basis.

Most of the trouble appears to

Most of the trouble appears to lie in the scripting department. First episode was a little too pat to seem real, and the situations too awkwardly drawn to ring true. Story had Barry and Miss Van Dyke taking motion pictures of their young son, Jeff. Such overly familiar developments as forgetting to wind the camera, the baby's crying when Barry was ready to shoot, near strangling of Pop by the baby and the final denouement of having forgotten to load the film comprised the weak situations in the initialler. Tendency on the part of scripter Louis Heyward is, to present familiar situations in an overly cute manner, and result is to make them sound forced.

Barry, as the bumbling husband. Most of the trouble appears to

and result is to make them sound forced.

Barry, as the bumbling husband, pushes, a little too hard, and he too sounds forced in the role. Miss Van Dyke is a little better, but the characterization of sweetness, and helpfulness is too one-sided. She sang one hullaby very nicely. Intent on the part of the packaging firm is to develop the series into a television property. Script sounded at times more like a telescript than an AMer, with situations that were more sight than sound and frequent pauses that would have been olday on camera but have no place before the microphone. Perhaps series would make a better tele property, but it still needs more polish to become a satisfactory radio entry. Chan.

THE MUSIC ROOM
Producer-Director: Oliver Daniel
15 Mins.; Sun., 9 a.m.
Sustaining
CBS, from N. Y.
Format for this early Sunday
morning stanza calls for a musician or singer to take the spotlight
each week, Program may not cause
late sleepers to set their alarm
clocks ahead, but for those who
are awake it's okay fare. The
9 a.m. time slot will undoubtedly
put a dent in show's potential listening audience.

tening audience.

Solo spot on opener, Sunday (5), was filled by balladeer-composer. Tom Scott. Composer of the music for CDS' recent documentary feature, "38th Parallel—USA," Scott, accompanying himself on a guitar, vocalled a few folk songs in addition to offering some excepts from his "Parallel" score. His workover of the guitar and ballads was proficient.

McCluskey, aided by a fine supporting cast. J. Frederick Albeck's nusice gave the show an added of crealism was the buzz that indicated for callism of an addition to offering some excepts and off as the confession proceeded.

"Crime doesn't pay" tagline was maded for callism to the fine for the most part. The formation of the fine for the fine for the most part. Sulfar for the fine fine for the fine fall the for the fine for the f



VARIETY

JIMMY NELSON

DANNY O'DAY AND HUMPHREY HIGSBYE

PERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

CAVALCADE OF MUSIC
With John Connelly, announcer
Producer-director: Irwin Greenfield
Writer: Sam Dann
30. Mins.; Mon.-thru-Sat., 9 p.m.

Sustaining WMGM, N. Y.

WMGM has hit upon a natura idea in using Julius Mattfeld's book, "VARIETY Music Cavalcade," book, "VARIETY Music Cavalcade," a Prentice-Hall publication, as the basis for a program series. Matt-feld's work offers, a sweeping panama of U.S. music from 1620 to 1950 with the top songs of each year framed within their historical setting of social, political and other cultural events.

This cross - the - board series comes up with a simple but effective format. Each show is being framed around the typical music of a particular year with the script patterned after Mattfeld's text in supplying the historical background.

No particular order in choosing

in supplying the historical background.

No particular order in choosing the years on this series is being followed and the opening stanza on this series was devoted to the year 1905. The show spotlighted such hits of that era as "Wait Till the Sun Shines, Nellie," "Kiss Me Again," "I Don't Care," "Claire de Lune," "In the Shade of the Old Apple Tree," "Mary's a Grand Old Name," "The Whistler and His Dog," and "My Gal Sal."

John Connelly handled the narration between the disks in effective, unpretentious style. For some reason, however, there was no consistent identification of the artists heard on the disks played on the show. In some cases, their names were used but they were omitted for the most part.

omitted for the most part

Herm.

From the Production Centres

IN NEW YORK CITY . . .

Thomas G. Brennan, formerly of the Young & Rubicam radio-TV department, joined Frank Cooper Associates in N. Y. in a creative and sales capacity.

IN CHICAGO . . .

John R. Coughlin from WAIT to WBBM announcing staff come Travelers" slipped quietly into its seventh continuous year of broadcasting last week, sans the usual hoopla and fanfare ... Don McNeill to emcee 25th annual banquet of the Sportsmen of America Aug. 8.

**Ulmer Turner to sub on vacationing Austin Kiplinger's news shows from July 13 to 25 ... WGN flack staffer Jack Howard off for two-week encampment at Camp Ripley, Minn., with Ill. National Guard ... WENR spotlighting Great Lakes Naval Training Station choral group with weekly 15-minute "Meet Your Navy" musical ... Bill Vidas new head of film syndicate dept, at Jack Russell & Associates ... CBS feeding series of concerts by Grant Park Symphony to the web with WBBM's Jay Andres as commentator ... Saxie Dowell latest addition to WGN block of afternoon deejay shows ... ABC's "Discovery" moved up a half hour to the 7:30 p. m. slot to make way for "3 City Byline" in the old time period ... Robert Woodburn from NBC New York to the same web here as chief accountant ... Rex Allen booked as guest star when WLS "Barn Dance" remotes from opening of Ill. State Fair Aug. 15.

IN BOSTON . . .

WBZ and WBZ-TV report listeners have contributed more than \$50,000 to the Worcester Tornado Relief Committee. Harvey Struthers, WEEI general manager, has been appointed to the Advertising Advisory Council of the Mass. Dept. of Commerce. Bob Perry, for the past three years early morning deejay at WLAW and more recently WVDA, has resigned and will move to the West Coast. Charlie Tarkinson will take over the dawn platter show at WVDA. WBZ-TV is experimenting with a new type TV show, a three-hour continuous TV film presentation, which will feature a comedy, a cartoon and a feature pic, each of which will be run and re-run. Tabbed "Continuous Performance," program will be shown on Saturday afternoons when the station is not committed to televise a baschall game. It's tentatively skedded for balance of the summer. Stephanie Wagner, formerly of Loew's Theatres publicity department, has joined WCOP as tubthumper. . WVDA newscaster Rod MacLeish, flew to scene of the forest fires near Mt. Washington to feed ABC network viva tape' eyewitness reports. Phil Christie, former WHDH announcer, has joined the announcing staff of WEEI.

IN MINNEAPOLIS . .

Bob DeHaven, WCCO staffer and for many years a favorite radio personality, makes his TV debut July 13 with his own daily 5:30 p. m. half-hour program, "Bob DeHaven Show." Directed by Harry Jones, it'll comprise a band, singers and movie-quick quiz. DeHaven will continue with his numerous radio shows... Harlan Horton resigned from WCCO radio to join KSL, Salt Lake City, as announcer and Housewives Protective League director... Allen Forbes, WCCO radio newswriter, quitting to become general manager of radio station WKAI, Macomb. Ill... Norm Page, WMIN program director, back in harness after a northern Wisconsin resort vacation... Stew MacPherson, WCCO sports head, vacationing in California... Matt Walz, veteran WCCO transmitter man, gravely ill:... With KSTP in organized labor's good graces again as a result of settlement of its three-year differences with AFL Technicians' union, obstacle in way of telecasting Minnesota-Pittsburgh football game as part of NCAA program next

IN PITTSBURGH . . .

Vera Oldenburg, WDTV manager Harold Lund's secretary, is leaving the end of July to become sales service manager for WENS. Carl Ide subbing for Johnny Boyer on KDKA while sportscaster is vacationing. John Ragin, WCAE announcer, acting this week in Little Lake Arena Theatre production of "The Hasty Heart". Cameraman Fom Segar has been upped to floor manager's job at Channel 2... Paul Shannon, KDKA announcer, his wife and three of their four children have gone to Nantucket for a month. New "Earl Wheeler Show" on teevee, switching from 15 minutes Sunday afternoon to half hour Tuesday nights, has Gloria Abdou, director of women's activities at WCAE, and Sterling Yates, Rege Cordic's man of many voices on WWSW, as regular panelists with mistress of ceremonies Joan Pastin. Otto Krenn doing week-end announcing at KQV for the summer while Mead Mulvihill, free of his law studies at Duquesne U. until fall, fills in for regular announcers during vacation period.

IN CLEVELAND . .

Bill Stewart, formerly with WGAR, now with WTAM sales . . . Alan Freed, WJW disker, emcees the Joe Louis July 20 Arena music show . . . Greater Cleveland's Drive-In Theatres have purchased series of spots on WGAR . . . Harry Camp has resigned as v. p.-general manager of WDOK to return to Miami . . Stan Anderson, Cleveland Press radio-TV editor, serving as permanent judge on "Ladies Choice." WNBK talent search program . . Lincoln Endelman, formerly from Columbus, with WJW sales . . . Bill Barbour, noted pro, is doing a half-hour golf instruction stint on WXEL, Wednesday, 8:30 p. m. . . . (Continued on page 44)

(Continued on page 44)

'GOTTA KEEP ON ADVERTISING'

AMA Slaps Down TV's 'Men In White' 'LOST CUSTOMERS' Mystery Writers Beef to TV Webs:

American Medical Assn. last week derided as "drivel," "cheap" and "resentment provoking" those TV commercials which try to mislead viewers into thinking their claims are sanctioned by

and resentment providing those IV commercials which try to mislead viewers into thinking their claims are sanctioned by medicos.

The AMA, which represents 211,000 or more than half of the physicians in the U. S., raised the squawk in the current issue of its official Journal. The lead editorial said that medicos "resent the present trend in advertising circles to feature stethoscopes, white coats and medical claims in advertising programs. They assert this is a cheap attempt to mislead the audiences into believing that the claims have been proved medically."

Most radio-TV audiences "have been exposed to so much of this drivel," the editorial says, "that there is not only suspicion, or even disbelief, but actual resentment when programs featuring such advertisements are offered.

"While advertisers may claim that the medical profession makes up only a small part of the total population, they should not forget that the doctors' voices can be heard in ever-widening circles, and that the public is not so lastingly guilible as some advertisers seem to believe.

"At least some physicians are so disturbed that they have been

seem to believe.

"At least some physicians are so disturbed that they have been known to go out of their way to explain to patients, and sometimes to larger groups, the nonsense involved in such obvious deception."

The editorial, headed, "Portrayal of physicians in television and radio advertising," appended the note that radio and TV "provide remarkable outlets for entertainment and educational programs. Their effectiveness is applauded by all, and it is unfortunate that this admiration should be diluted by criticism that could be avoided."

The AMA urged county and state medical societies to consult with local station managers and "mutually interested parties in the radio and television industry" to "effect solutions for advertising problems that affect the medical profession."

Ed Kook's Port O' Vox Walkie-Talkie TV Mike Gets FCC's Sanction

Dick Tracy's walkie-talkie wrist-watch was the cartoon gimmick that sparked the invention of a non-wired, 1½-inch-square "microphone" that fits into a man's lapel. Owner of the electronically operated device, Edward Kook, prez of the Century Lighting, Inc., N. Y., revealed this week that the FCC had officially approved his Port O' Vov and that he is now pedding it to telecasters.

CRESTV has already financed the

dling it to telecasters.

CBS-TV has already financed the making of a one-reel film, explaining how Port O' Vox operates, and Kook is awaiting word on how it is received by the web's top echelons, NBC-TV toppers have also examined the device, and are considering buying them at \$1,500 apiece.

ering buying them at \$1,500 aplece.
Meanwhile, Kook is renting his walkle-talkie mikes, at \$100 a week, to producer Mike Todd, who is using them for his singing gondolitrs in the "A Night in Venice" show at Jones Beach. They have been leased, too, by General Electric, General Motors and Westinghouse for demonstrators at salesmanship shows.

house for demonstrated house for demonstrated manship shows.

Kook, whose 25-year old company supplies lighting equipment to 70% of the Broadway legit theatres, (Continued on page 44)

Antell Lops Off 'What's Your Bid?'

Charles Antell has dropped "What's Your Bid?" on DuMont, Just a couple of months after switching if from ABC-TV. Business is not likely to be placed anywhere else, since reason for the cancellation is reportedly a budg-clary one. Show has had Robert Alda as empea.

etary one. Show has had Robert Alda as emcee.

Program actually went off after the July 29 broadcast, but Antell had notified DuMont that the show might be restored. DuMont slotted in "What's the Story?" temporarily last week, and when Antell failed to deliver the program early this week moved "Story" will have Al Cabo replacing whiters and others besides newspapermen, previously the only panelists on the show.

With "Story" moving to Sunday time permanently with "Story" moving to Sunday time permanently to include novelists, TV and factor include novelists, TV and factor with story moving to Sunday time permanent with most of the fact Green and Foster have been under contract to NBC-TV for at 10 the Wednesday 7:30 p. m. Single it previously occupied has been signed by RCA and whose filmbing is currently being planned, has been signed by RCA the Staffers with former grid star Mike Kizzlah Signed to include novelists, TV and free and Foster have been under contract to NBC-TV for at 10 the Wednesday 7:30 p. m. Single it previously occupied has been signed by RCA a 9% difference in sales—if it applied across all 60 major market surveyed. A 9% difference in sales—if it applied across all 60 major markets in the single market surveyed. A 9% difference in sales—if it applied across all 60 major markets in which this advertiser's program spilled across all 60 major markets in which this advertiser's program is seen—could amount to a very considerable difference in sales—if it applied across all 60 major markets in which this advertiser's program is seen—could amount to a very considerable difference in sales—if it applied across all 60 major markets in which this advertiser's program is seen—could amount to a very considerable difference in sales—if it applied across all 60 major markets in which this advertiser's program is seen—could amount to a very considerable difference in sales—if it applied across all 60 major markets in which this advertiser's program is seen—could amount to a very considerable difference in

Of Thee I Sing

Chicago, July 7.
Suburban Oak Park radio station
WOPA has set aside the 1 to 2 p. m.
slot in its Saturday (11) schedule to salute local merchants who
displayed the flag on the Fourth of
July.
Satura

Salute consists of a free spot an-Salute consists of a free spot an-nouncement for any business estab-lishment that displayed the flag and then informed the station, with the merchant having the privilege of writing his own commercial

\$6,500,000 P&G Renewal Orders **On NBC Soapers**

Apparently there's been no dimunition in Procter & Gamble's enthusiasm for the radio soapers, which still enjoy topdog status in the daytime programming sweepstakes, in many cases topping nighttime ratings.

Last week P & G sent in a renewal order to NBC for its entire lineup of daytime shows, "epresenting eight hours and 45 minutes a week and totalling approximately \$6.500,000 in annual gross billings.

Renewal orders, all for 52 weeks, cover six cross-the-board daytime shows, "Welcome Travelers," "Life Can Be Beautiful," "Road of Life," "Pepper Young's Family," "Right to Happiness," and "Backstage Wife."

P & G has been identified with

P & G has been identified with most of the shows for upwards of

BARED BY STUDY

Because of brand-switching and customer-turnover, a TV bankroller can lose as much as 50% of his original customers within a span of three months, if he doesn't sustain his advertising exposure.

of three months, if he doesn't sustain his advertising exposure.
That's one of the findings of a new study, "How television works for the advertiser," which Hugh M. Beville, Jr., NBC research & planning director, will release later on this year. The study is based on 10,000 interviews conducted in what NBC calls a "representative Mid-western TV market." Interviewers surveyed 5,000 homes in February, 1952, and returned to the same homes three months later in May, to analyze changes that had occurred in their buying and TV-viewing habits, in relation to 85 different brands.
"In many cases," says Beville, "we found an advertiser had lost as many as half of his original customers in the three-month interval between our two surveys."
The study threw light on a psychological point that advertisers sometimes forget, according to Beville. Bankrollers often consider their TV shows as largely a means "to pump in new customers to take the place of lost customers." However, the study shows TV advertising also fulfills two other functions:

(1) "To shut down on the flow of customers away from you."
(2) "To persuade your present customers to keep on buying your

(2) "To persuade your present customers to keep on buying your brand."

brand."

Beville said brand-switching was found to be closely related to TV exposure. "For example," he said, "there was the case of a cleanser advertised on a network comedy show. In the group which had not viewed the program in February, but had begun viewing in May, the number of new customers switching to this brand was 40° a higher than in the group which had not viewed either time."

It was also found that when pro-

viewed either time."

It was also found that when program viewing ceased, the lost viewers became lost customers. "For example," he said, "in the case of a local program advertising beer among persons who ceased viewing the program, 66% more stopped buying the brand than among those who had never viewed."

On the besis of the local program of the pr

among those who had never viewed."

On the basis of the three-month study, Beville said he was even able to estimate how much better off was a TV sponsor than he would have been without his TV program. Taking the case of a cleanser, Beville reasons this way:

"What actually occurred was that the brand's total number of customers in this market increased some 3% from February to May. Without TV, this advertiser would have gained fewer new customers, and experienced more lost customers. So his total customers would have decreased an estimated 6%.

"So this advertiser actually gained 3% where, without TV, he probably would have lost 6%. This pits him, in May, about 9% ahead of where he probably would have been without the support of his TV program. This, of course, is just in the single market surveyed. A 9% difference in sales—If it applied across all 60 major markets in which this advertiser's program is seen—could amount to a very considerable difference in his profit picture accounted for by TV.

Probe 'Piracy' of Whodunit Plots

FM Gone Fishin'

FM Gone Fishin'
With official approval from
the FCC New York's station
WABF-FM last week introduced the unusual step of taking a summer "respite" from
all broadcasting for July and
August. It will return to the
air Sept. I with a transmitter
geared for binaural broadcasting.
"Everybody needs a holiday,
including radio and television,
and there is no reason why a
broadcasting station should not
also have one," explained the
station's prexy Ira Hirschmann, "In fact, sometimes as
I listen, I am impelled to think
that radio and television sta-

that radio and television sta-tions need a holiday more than most other businesses."

ABC Tele Roster **Doubling Into AM, Set Paul Hartman**

In its first move to put its newly-acquired programming and talent on radio, ABC is prepping "Pride of the Family," the MCA-built package starring Paul Hartman, for a fall AM bow Program, which will be sponsored on tele on alternate weeks by Bristol-Myers and Armour, will be taken off the soundtrack of the tele films. Network is already peddling the package, with some sponsor interest reported, and it's likely to get a Friday night time slot.

Radio program setup on new talent and properties has been stymied by the fact that the network is aiming for tele exposures for list new mames, with radio to follow. Radio net was able to take action on. "Pride" because films are made and sponsors set, But in the case of the other shows, radio will have to hang fire until video program and sponsor plans are set.

Danny Thomas and Ray Bolger shows, for example, can't be put In its first move to put its newly-

will have to hang fire until video program and sponsor plans are set. Danny Thomas and Ray Bolger shows, for example, can't be put on radio because of sponsor and program complications. In the case of Thomas, American Tobacco has signed for the show, and ABC radio first must come up with acceptable format (they're considering the soundtracks from the Thomas, but it's not definite by any means), then offer the show to American Tobacco before showing it to other bankrollers. In the case of Bolger, show hasn't gone before the cameras yet, and radio consequently has no idea of whether it can be transformed to AM direct from the video version. Joel Gray and Sammy Davis, Jr., fall into the same category, since work on their tele shows hasn't begun.

ABC brass feels that the stele

tele shows hasn't begun.

ABC brass feels that the tele exposure is most important, from the viewpoint of coin, prestige and exploitation. Therefore, while all new talent and properties are signed for both radio and television. TV gets the greenlight and AM must wait.

The Mystery Writers of America, Inc., whose 400 members are master Lawkshaws at detecting fictional skulduggery, dispatched a stern letter this week to the story editors of all four TV networks, warning that the organized when the story of the story editors were fed up with the real-life "laicenies" allegedly being committed against their works by the webs.

life "larcenles" allegedly being committed against their works by the webs.

It said the club's Radio-TV Committee was setting up a "Monitoring Board to make a detailed study of televised stories in the crime and mystery field." The literary sleuths, it said, will provide documentation for "possible" legal action, if they find phracy of their whodunit plots.

And it reminded the webs, "the monitors will be writens and editors thoroughly familiar with past published material in this field."

Lawrence G. Blochman, chairman, of its Radio-TV Committee and creator of detective Dr. Coffee in "Diagnosis Homleide," told the webs the Mystery Writers were worden about three current trends in network TV:

"(1) The purchase of published story material, has dropped off shairply.

"(2) There is an increasing use

"(1) The purchase of published story material, has dropped off sharply, "(2) There is an increasing use of the ceredit lines Written for television by -'; or 'Original teleplay by -'; or the omission of story credits completely, "(3) There has been an increasing number of instances in which the coriginal' or anonymous teleplays bear striking resemblance anot necessarily coincidental) to published stories, "Regardless of the legal or elactal aspects of this trend, the economic repercussions definitely affect MWA members who write for a living."

Blocholan told Vamery that the Mystery Writers knew of at least

a living."

Blochoun told Variery that the Mystery Writers knew of at least two web whodunits whose plots seemed to have been pilfered from an MWA writer. In one program, an odd gimmick was apparently purblined from a true ecime book, he said which had never even appeared in the newspapers.

"It's fough turning out a TV whodunit a week," he said. "A staff writer is apt to lift a story line from one of our members works and then add a slight switch or change of scene. Trouble is, it's hard to prove the piracy."

He said a call for members to joint the Monitoring Board would be made in the next issue of the club's bulletin, Third Degree, to be published in three weeks. He said that members, who usually get about \$350 for TV rights to their works on a haif-hour show, were worried be cause network purchase of their material had dropped over 50% in the last two years.

Blochman conceded it might be

Blöchman conceded it might be somewhat ironic when the moni-tors find themselves monitoring TV mysteries which a great many MWA members write for the me-dium.

Hallmark & Miner Rotate Sun. Hour

Reshuffle of NBC-TV's Sunday

CHEVILLAT, SINGER IN

EXCLUSIVE NBC PACT

The NBC vs CBS competitive race to latch on to topflight writers. producers and directors for TV and radio this week found NBC pacting Dick Chevillat and Ray Singer to exclusive contracts.

Chevillat and Singer, who for the six years have scripted the Phil Harris-Alice Faye show and have a long string of radio and pix credits, will serve as creators, writers and producers of new NBC shows. Initial effort will be "This Is Living," scheduled for production in August.

Reshuffle of NBC-TV's Sunday, afternoon program schedule for the fall will find Hallmark, sponsor of fall will find Hallmark, sponsor of the Sunday, afternoon program schedule for the fall will find Hallmark, sponsor of the fall will find Hallmark, sponsor of an every-other-week basis, taking over the 5 to 6 o'clock period.

The network is pitching to agentics and clients a Worthington L. The network is pitching to agentics as a companion show for the six years have scripted the billion of the Miner change of the Miner dramatic, with the decision of Hallmark to change its format paving the way for his resonant production in August.

Signal Corps Developing Mobile TV System for 4-Way Military Use

Army Signal Corps is working with TV in four broad fields through a "Mobile Television Sys-1em" now on a tour of installations experimenting with potentials of military use of the medium.

experimenting with potentials of military use of the medium.

A fact sheet issued by the Corps last week says TV may be used advantageously by the Army "as a tactical adjunct in intelligence and recongaissance work, surveillance, fire control, data 'transmission, briefing of tactical commanders, guidance of pilotless vehicles, and in the close-up observation of the action and effect of weapons". Other military uses for TV are in the fields of training, education, and "as a technical tool to be used primarily for viewing objects with which direct contact would be highly dangerous such as contaminated or radio active substances". So far, the Corps declares, TV as tactical adjunct is still in a development stage and its use in actual combat is "difficult to fore-tast". But USe of the medium for training has been successful, making it possible to televise lectures and demonstrations to large numbers of troops at widely separated places

bers of troops at widely separated

places.

The Army's mobile unit consists of three field cameras, and conoscope field chain and an airbonn camera with associated sound originating from microphone, tape, disks or film. Material and equipment are carried in a transmitter van, transmitter power van, receiver van, receiver power van, TV recording bus, and L-20 airplane sounting camera and transmitter.

NBC Reshuffles **AM Tandem Plan**

NBC Radio last week revised its Tandem Plan for the fall, with the new Jimmy Stewart alrer, "The Six Shooter," to be included in the three-program lineup. Day and time for the program isn't set yet, but it's definitely to be included in the three-program, three-sponsor lineup.

"Barry Craig," included in this year's tandem, moves over from Sunday nights at 10 to Tuesdays at 9:30. Red Skelton airer had the Tuesday night exposure previously in the plan. Eddie Cantor show falls under the Tandem domain the fall, with Judy Canova reverting to straight sales. No time shift is involved in the Cantor airer, remaining in the 9:30 slot. While time on the Stewart show hasn't been set, it's conceivable it will move into the 10 p.m. Sunday slot being vacated by "Craig."

Web is peddling plan to spontors. It had Emerson Drug and Knomark in on the plan this year, but there's no indication they'll return.

Ed & Pegeen to Preem 'Pays to AdverTVize'

Pays to AdverTVize'

The Eitzgeralds start a new video show over WABC. New York, this sunday '12\text{ night at 9:30, almed at advertising the department store advertisers. It will be called "It Pays to AdverTvize," primed at spotlight the Sunday merchandising ads. ABC prez Bob Kintner thinks that this is a new departure in the utilization of the video medium for retail merchants.

Before both Ed and Peggen Fitzgerald pioneered the Mr. & Mrs. Tornat—they're now in their, 1th year over ABC—both were in the department store business in Portland, Ore., San Francisco, Kansas City and New York. Mrs. Fitzgerald was ad and merchandising veepe with stores like Itale Bros, Frisco, and McCreery's, N. Y. They're registering "AdverTyize" as a registered trademark.

Vera Massey to WDSU-TV

New Orleans, July 7.

Vera Massey, vet New York

radio and television personality,
has joined the staff of WDSU-TV

Her first assignment will be a daily one-hour show, "Our House."

Blake Exiting WCBS For NBC 0&O Flackery

Bob Blake, director of publicity for WCBS, the CBS key in New York, will move over to NBC July 20 as coordinator of publicity for the NBC owned-and-operated radio and television stations. Post is a new one, reflecting the increasing importance of the o-and-o's in the NBC scheme of things, and Blake will report directly to v.p. Ted Cott.

Ted Cott.

No replacement has been set for Blake at WCBS, and none probably will be forthcoming until next week, when George Crandall, CBS director of press for radio, returns from vacation. Blake has been in the WCBS spot for over a year, having moved over as press chief of WOR and WOR-TV, N. Y., when the stations merged with Mutual.

Jessel's Sun. Nite Video Sponsor for Show Biz Gab

for a Sunday night 15-minute show biz gossip and guestar session on ABC-TV, with the status of his projected half-hour variety segment still in doubt, Sunday night show will be sponsored on alternate weeks by BB Rol-Rite Pens, with net looking for an alternate sponsor. Program will air at 9:30, giving the net a lineup consisting of Walter Winchell at 9 for Benrus; "Orchid Award" at 9:15 for Viceroy, followed by Jessel.

BB Pen, however, wants in onthe Jessel banquet table-variety session, and network is likewise looking for a co-sponsor for that. Should web pact a co-sponsor for BB's 15 minutes, the pen outfit would forego the Sunday night stanza, which presumably would be dropped. for a Sunday night 15-minute show

dropped.

Waterloo, Ind.—Tri-State Television, an Ohio corporation, expects to begin regular video service over WIN-T. Waterloo, on Oct. L. Station will be on Channel 15 with power of 20 kilowatts and a 500-foot antenna, broadcasting daily from 5 p.m. to midnight.

\$100,000,000 Pix Stake In TV

their shows-in-the-can from station to station for a total of seven hours and 30 minutes. In a typical week now, 40 hours of station time are devoted to national spot film.

Large as it is, that national spot film filmres scilind figure still doesn't suggest the mushrooming scope of the business coined. Robert H. Salk, head of the Katz Agency's new Station Films, lnc, determined that "national spot film" meant a package to zero. Here's how the webs stacked up: their shows-in-the-can from station to station for a total of seven hours and 30 minutes. In a typical week now, 40 hours of station time are devoted to national spot film.

Large as it is, that national spot film figure still doesn't suggest the mushrooming scope of the business coined. Robert H. Salk, head of the Katz Agency's new Station Films, Inc., determined that "national spot film" meant a package that was sponsored by one advertiser on at least five TV stations. Thus, although Pacific Coast Borax, for example, sponsors "Death Valley Days" in 66 markets, that's only considered one-half hour national film spot for the week examined. Similarly, shows like "Hollywood Offbeat" are bankrolled in a vast number of markets, but because no one bankroller picks up the tab for

number of markets, but because no one bankroller picks up the tab for it in at least five markets, that series is not tabulated.

The network tabulation, too, is restricted to strictly syndicated vidfilm series. If doesn't take in the some \$20,000,000 invested in commercials, the some \$10,000,000 in newsreels and sports films, the

to zero. Here's how the webs stacked up:
Out of a total 28 hours, 45 minutes of weekly program time, ABC-TV has 15 hours live, 13 hours, 45 minutes on film.
Of a total weekly 68 hours, NBC-TV has 55 hours, 40 minutes live, 12 hours, 20 minutes on film.
Of a total weekly 60 hours, CBS has 52 hours live, eight hours on film.

film.
Of 2712 hours at DuMont, none

film.

Of 27½ hours at DuMont, none was on film.

The most significant conclusion that can be drawn from the study is that advertisers are now using more spot than network telepix—almost six hours more per week. That's so, of course, because of the greater flexibility of spot for a regional advertiser, plus the increasing tendency of blue-chip advertisers to seek residual rights from the subsequent-runs of their properties. Just a handful of the bankrollers producing and then leasing out their vidfilms later for national spot are P&G with its "Fireside Theatre" and "The Visitor"; Lever Bros, with its "Big Town"; R. J. Reynolds with "Foilow That Man," and Ballantine with "Foreign Intrigue."

Already, tradesters foresee the time when at least 75% of network programming will be on film, just as the majority of radio skein shows today are straight out of the can.

TV 'Talk of Town' **Axed**; Ditto Silbert

Highly competitive late evening television situation in New York will slow down to a walk this sumer, with two of Gotham's seven stations signing off after the news, at 11:15. WABC-TV, ABC-TV and the walk and the at 11:15. WABC-TV, ABC-TV's Gotham key, is cancelling its "Talk of the Town" effective July 10, while DuMont's flagship, WABD, is dropping deejay Bill Silbert July 17.

is dropping deejay Bill Silbert July 17.

Axing of "Talk" was the first official act of John Mitchell, who assumed his new post last week as v.p. in charge of the now autonomous WABC-TV in New York, having cleared up his affairs as head of the WBKB, Chicago operation. Station had originally intended to keep the revised format, starring Henny Youngman and Alan Dale, on a sustaining basis after Knickerbocker Beer bows out July 25, but Mitchell nixed the project.

Dropping of the Silbert stanza had been expected since the exit from DuMont of Dick Jones a month ago as g.m. of WABD and manager of the three DuMont o-and-o's. Jones brought Silbert in with him from Detroit when he joined the DuMont operation. Silbert continues with his WMGM radio disk show, while Nancy Reed, program's vocalist, recently got an assignment on WOR-TV's "TV-Dinner Date."

Dinner Date."

Late night lineup now has WBT scheduled as the only live programming entry, with Knicker-bocker moving over for three-night sponsorship of the Steve Allen show, which starts in late July. Remaining four stations will go it with film, WOR-TV having dropped its "Inside Times Square" in favor of film a couple of weeks ago.

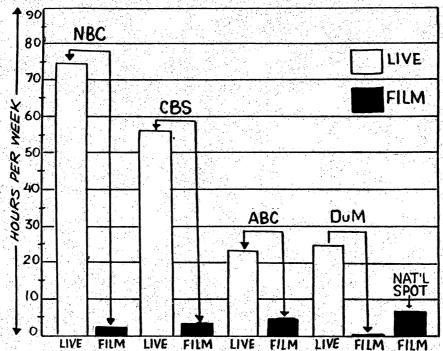
More DuM Appointments

Inore Dum Appointments

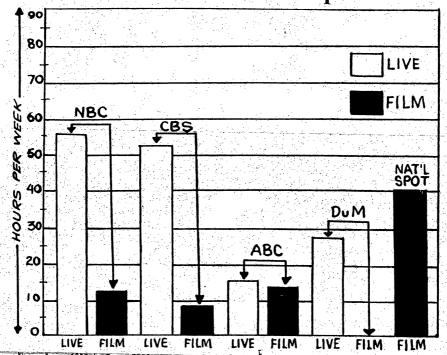
Dumont last week followed up its personnel realignment in programming with three new appointments. Jay Merkle moves up to post of production facilities manager, replacing A. L. Hollander, who became program operations chief. John Seidler becomes assistant production facilities manager, and Louis Arnold becomes assistant business manager of the program department.

Shifts were caused by transfer of assistant programming director Leslie G. Arries; Jr., to Washington as manager of WTTG.

Live Vs. Film-Network & Spot: '52



Live Vs. Film-Network & Spot: '53



From June, 1952 to June, 1953, the amount of telepix on the networks increased by over 200% and national spot film by almost 600%. Charts above show how live vs. film programming compares for one week in each year. Total live programming for all webs for the 1953 week was 150 hours, 10 minutes and the film time was 34 hours, five minutes. The national spot film time of 40 hours was arrived at by counting only film shows sponsored on at least five outlets by one bankroller.

Now CBS Television Film Sales*

presents three of the greatest

sales start in show business

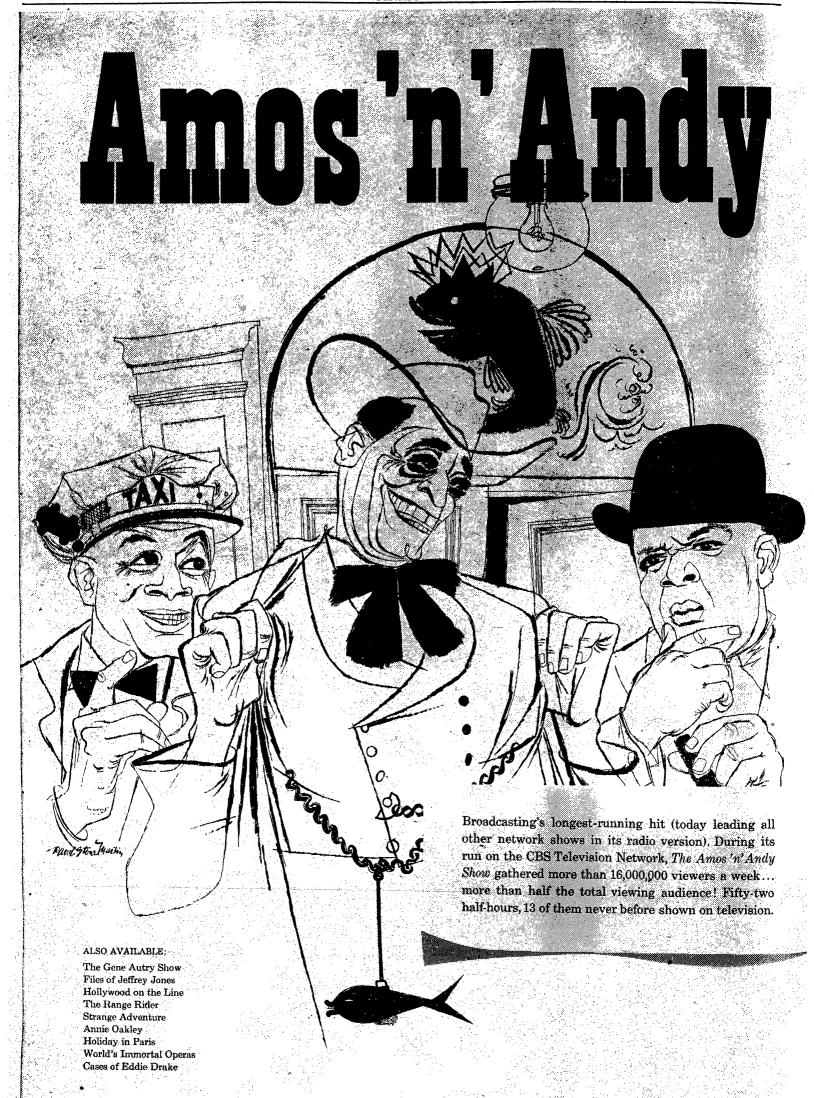
ready to work exclusively for you in the markets of your choice...

*for details and availabilities on our stars and shows call or wire New York, Chicago, Los Angeles, San Francisco, Atlanta or Dallas



Lindeller

Television's Pied Piper—with a successful format and an established popularity from his daytime show—in a new film series, Art Linkletter and the Kids. When Art meets kids (the general idea of these 39 quarter-hours) adults follow him by the millions. Questions and antics that are unrehearsed, uninhibited ... and uproarious.



RADIO'S 'COME ON IN' WITH IDEAS

Probe 'Nuisance' Applicants

The FCC is reportedly ready to crack down on phony applicants for TV stations who have no intention of setting up video shop but manage to make a lot of trouble—and deals—before withdrawing their applications.

Several such cases, it's known, have cropped up in various parts of the country, causing no end of trouble and litigation for bonafide TV applicants who suddenly find so-called dummy companies moving into the picture with bids for available channels. Subsequently they drop out of the picture, but not before they've succeeded in making some kind of a deal with the legitimate applicant before withdrawing.

Len Erickson Into 'Voice' Job With No Set Policy, Given Free Action

into the job with a man-on-the street's viewpoint," Leonard F Erickson, director of the radio-TV department of McCann-Erickson agency, said of his new appoint-ment as director of the State Dept.'s Voice of America, effective July 27.

Erickson, once general sales manager of CBS, said "it came out manager of CBS, said "it came out of a blue sky" a few weeks ago, when Dr. Robert L. Johnson, chief of the International Information Administration, whom he hadn't known before, asked him to take charge of the international broadcasting service, FBI clearance usually takes a minimum of two weeks, said Erickson, but "I was cleared in a record four days." It remains to be seen whether Dr. Johnson's sudden resignation this week due to "poor health" will affect Erickson's status.

Erickson Said he had given up

tect. Erickson's status.

Erickson said he had given up his stock ownership, directorship and pension plan in McCann-Erickson, the agency which the 56-year-old veepee joined in 1949. He said his new post would mean a great personal financial sacrifice; since the salary it offers will be \$13,000 a year.

Although Dr. Johnson announced that Erickson was being recruited "to reorganize the entire radio effort" of the overseas information program, Erickson would only say "I have been promised reasonable freedom of action" in policy-setting. He said he preferred not to talk about the current "book-burning" issue, because "I'll be kept busy enough making sure the microphone is free."

Erickson left for a 10-day vaca-Although Dr. Johnson announced

busy enough making stire the microphone is free."

Erickson left for a 10-day vacation "somewhere in the woods" last Friday (3), where he hopes to read up background data on the functions of the Voice.

As head of the Voice, Erickson will succeed Alfred H. Morton, a radio exec, who will remain temporarily as consultant to the IIA office. Morton was involved in an incident growing out of a State Dept. order last February, forbidding use in U. S. propaganda broadcasts of material written by Communists. Morton indicated disagreement with the order, was suspended, but later was reprimanded and reinstated.

Radio-TV Commie Probe to Resume

Washington, July 7:
Congressional investigation of
Communist infiltration into radiotelevision reopens next month on
the Coast with hearings scheduled
for Frisco, probably on Aug. 3:
Sessions primarily will be to check
red domination in educational and
trade union fields, but there will
be "some concentration" in radio,
television and other entertainment

television and other entertainment fields.

It's also rumored the committee was on the Coast in March, with hearings at Los Angeles. At that time about 20 short conclusion of sessions. It's understood virtually all have been notified to be in Frisco.

Radio Creates, Too

Hollywood, July 7.
CBS Radio program dept, has set its first effort since the establishment of its "creative division." Henry (Hank) Garson, pacted by the network to create ideas for radio, has brought forth a situation comedy titled "Big Joe Small", concerning the private life of a private eye.

a private eye,
It's planned as a fall entry

70% of Video **Station Owners** Sans AM Interest

Washington, July 7. of diversification of wnership of tele stations is changing with post-freeze authorizations, according to an analysis prepared today by the FCC Study shows that of the 374 commercial permits granted in the last year approximately 70% were to companies without radio interests. This compares with only 7.4% of owners of the 108 pre-freeze stations which had no radio interests. Analysis also shows that \$4\$ of the new stations are owned by radio broadcasters in the same cities in which they are starting TV. Another 3.5% are owned by operators with radio stations in other localities another 10% by companies with majority or minority interests in outside radio stations or tele authorizations.

PROGRAMS CAN NOW BE 'DARING'

Now that they're no longer the fat cats of broadcasting, the factotums of network radio programming are competing in setting up the "Welcome. Stränger" signs for every packager who might conceivably have a new low-cost idea for an AM stanza, no matter how unorthodox, seemingly screwball, or shattering of hoary tabus the brainwave appears to be. Radio's new era of experiment dabbling in order to draw attention of shy bankrollers is reflected in summer replacement programs, or those being mulled for the fall. Their emphasis is on more fluid, flexible formats and on shows that reflect true-life fact experiences, in the manner of the trails blazed on TV by Jack Webb's "Dragnet" and Ralph Edwards' "This Is Your Life." The tendency to embrace a "safe" cornball program idea, while keeping the package with a "daring" idea cooling its heels in the reception room, is now definitely passe.

"Our experimentation rate has gone up," says Norman Frank, CBS-Radio program supervisor.

our experimentation rate has gone up," says Norman Frank, CBS-Radio program supervisor. "We've never been so receptive thresh ideas. Any guy who has what he thinks is an unusual package to offer, he just has to phone, and I'd set up an appointment with him within two days."

'You Can't Stand Still'

You Can't Stand Still'
"In today's radio market, you can't stand still," says John Cleary, MBC. Radio program manager. "Our door is really wide open now for new ideas." Any packager is ensured an appointment within the most be calls."

sured an appointment within the week he calls."
Typical of the flexibility in formats now sanctioned is NBC's two-hour Saturday night summer stanza, "New Talent USA," which Cleary recently initiated. The program, carried by 100 stations, calls for 52 stations to participate in a local talent hunt. Every Saturday, four stations play off their talent against one another's discoveries, and each show is bankrolled by local advertisers.

Another fluid format is found in

Another fluid format is found in Another fluid format is found in CBS' "On a Sunday Afternoon," the summer melange of music, news and baseball scores. It begins at 1 p. m., continues on until 2:30 p. m., when it is interrupted by "World Music Festival," and then picks up at 4:30 p. m. and continues until 5:30 p. m.

Many diverse stanzas are being (Continued on page 44)

Caesar-Liebman (et al.) Theatre TV Co. Seen Upbeating Field, TNT Threat

SHERWOOD'S INITIAL ENTRY BOWS DEC. 22

Dec. 22 has been inked in for the premiere of the Robert E. Shewood drama series on NBC-TV. The playwright, under contract to NBC-TV for nine shows, has already completed two—"Backbone of America," which has comedy overlones, and "Trial of Pontius Pilate," something in the nature of a political parable.

Which of the two, however, will

Which of the two, however, will first go before the TV cameras has yet to be determined. The two Sherwood plays will share the Tuesday night 8 to 9 period with Milton Berle and Bob Hope

NBC Shoots for 2-Hour Mon. Nite TV Drama Parlay

In an effort to counter the for-midable Monday night CBS-TV lineup (Godfrey, "Lucy." Red But-tons), NBC-TV is making a deter-mind bid for the U. S. Steel-spon-sored TV Theatre Guild hour-long production for slotting in the 8 to 9-p.m. segment. This would give NBC two hours of top-budgeted dramatic face on Monday, since the Robert Montgomery-produced show is slotted in the 9:30 to 10:30 stretch.

stretch.

Its all very iffy at this stage, however, since U. S. Steel is still weighing all network availabilities and it poses even greater problems for NBC since it would involve dispossession of the "Voice of Firestone" from the 8:30 to 9 period on the alternate weeks when "Guild" is on. Also to be resolved would be the disposition of the Speidel sponsorship of the 8 to 8:30 time. 8:30 time.

Monday night at 9 on NBC-TY topposite "Lucy") remains the one weak islend on the web's entire programming roster. Any sponsor willing to buy the time and buck weak island on the webs children programming roster. Any sponsor willing to buy the time and buck the Lucille Ball-Desi Arnaz conjedy can practically name his own terms for a show.

Theatre television, completely dormant for the past six months may get a hypo with the entry of a new firm that poses a substan-tial threat to the supremacy of Nate Halpern's Theatre Network Television, up to now the only firm relevision, up to now the only firm of stature in the field. New outfit, kept under wraps till now, has a number of show biz personalities involved, among them Sid Caesar and Max Liebman, and also has signed an undisclosed number of football and other events for fall showing showing.

Complete details of the program, ownership and management of the firm. Box Office Television, Inc., won't be disclosed until today (Wed.) at a press function in New York, but it was learned that Mifton N. Mound, attorney for Liebman, Caesar and Max Liebman Productions, will be board chairman of firm, with Caesar as vice-president. Liebman's status could not be determined. Another principal involved is Abram Chasins, musical director of WQXR, N. Y., who will be musical consultant and will hold a directorship.

Firm has not yet set any exhibitions of the principal involved in the principal involved is Abram Chasins, musical director of WQXR, N. Y., who will be musical consultant and will hold a directorship. Complete details of the program

(Continued on page 42)

Friml's Personal On 250th RR Hour

Rudolf Friml will appear in person and play one of his newest compositions as climax of "The Friml Story," written by Jerome Lawrence & Robert E, Lee as the special 250th Rallroad Hour broadcast next Monday (13).

This the 250th consecutive, uninterrupted broadcast of the Railroad Hour, which stars Gordon MacRae. For "The Frint Story" MacRae will act as narrator and also play Frint as an adult, while Dorothy Warenskjold enacts the role of Emnoa Trentini, the tenore of Emnoa Trentini, the tenore of Emnoa Trentini, the tenore to write "The Firefly." Story also recounts Frimt's childhood in Prague, with Isabel Jewell enacting the role of his first piano teacher, Herbert Butterfield playing the part of Anton Dvorak, with whom Frimt studied at the Conservatory of Music in Prague.

Currently the Rallroad Hour is

servatory of Music in Prague.

Currently the Railroad Hour is presenting a series of 18 original Lawrence & Lee musicals, several of which will be expanded into full-length Broadway show. A deal is currently pending with Harms to publish-the libretti for use in schools and little theatre groups throughout the country. Carmen Dragon, conductor on, the show, has written much of the original music, with lyrics by Lawrence & Lee.

Railroad Hour has been renewed for the fall season by Benton & Bowles and will resume dramatizations of famous operettas and musical comedies on Oct. 1.

sical comedies on Oct. 1.
Friml is one of a trio of composers whose works have been presented most often on the "Railroad Hour" broadcasts. The other two in the "Golden Circle" are Victor Herbert and Sigmund Romform

Now It Can Be Told

Ex-president Harry S. Truman's appearance on NBC-TV's "Today" show last week was all part of a carefully planned coup stagemanaged by the program's feature editor. Tom Naud. "Today" staffers are particularly proud of the feat, because they claim it puts these two feathers in their cap.

claim it puts these two feathers in their cap.

(1) It was the first time Truman has appeared on a commercially sponsored show since he became President.

(2) It made its celebrated chimpanzee, J. Fred Muggs, the only monkey who has made headlines by being scolded by the subjects of a queen. Elizabeth II, and who endeared himself to a former President by being mistaken for a "baby."

Naud says he conceived the idea

oirs. Naud kept carefully behind the two, and, as he says. "I felt so nervous, I clumsily stepped on Mr. Truman's heels."

With Naud gently steering, the pavement safarl turned west on 49th St. until they reached the RCA Exhibition Hall, just west of Rockefeller Plaza. The usual crowd of about 150 clustered there, peering through the plate-glass window at Dave Garroway in action. On the chance that Truman would follow through with the venture, a portable microphone was already set up outside the window.

Naud tapped Truman and the two owners of the chimp. How then in the background, lest the fairly in the fairl

"constitutional."

Naud introduced himself, and repeated, "Mr. President, sir, would you please stroll down 49th St."

"Okay," said Truman, "Delighted."

Truman strode down Park Ave, chatting with his biographer, William Hillman, who is now working on the former President's memoirs, Naud kept carefully behind the two, and, as he says, "I felt so nervous, I clumsily stepped on Mr. Truman's heels."

With Naud gently steering the payement safari ""

"Constitutional."

"Such conventional interview questions as: how fast did he walk (20 paces per minute, infantry and how did he like N. Y. ("fine") Naud was just about to wind up with a "Thank you, Mr. President," when Truman observed the program's Roy Waldron holding of the two owners of the chimp on the background, lest the taste" during "Today."

With Naud gently steering the payement safari ""

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Naud explained it was Muggs, their prized simian. Truman grinned. "I see he's fast asleep. But that's the way a 'baby' should be this time of the morning." Naud thanked him for this neat curtain line, and Truman sauntered off.

tered off.

Elated with their scoop, "Today" directors replayed a kine of the momentous interview on the show every half hour for the rest of the morning. As for Naud, he con-cluded, Mr. Truman was so nice

NBC Execs in Farewell Shindig for John West

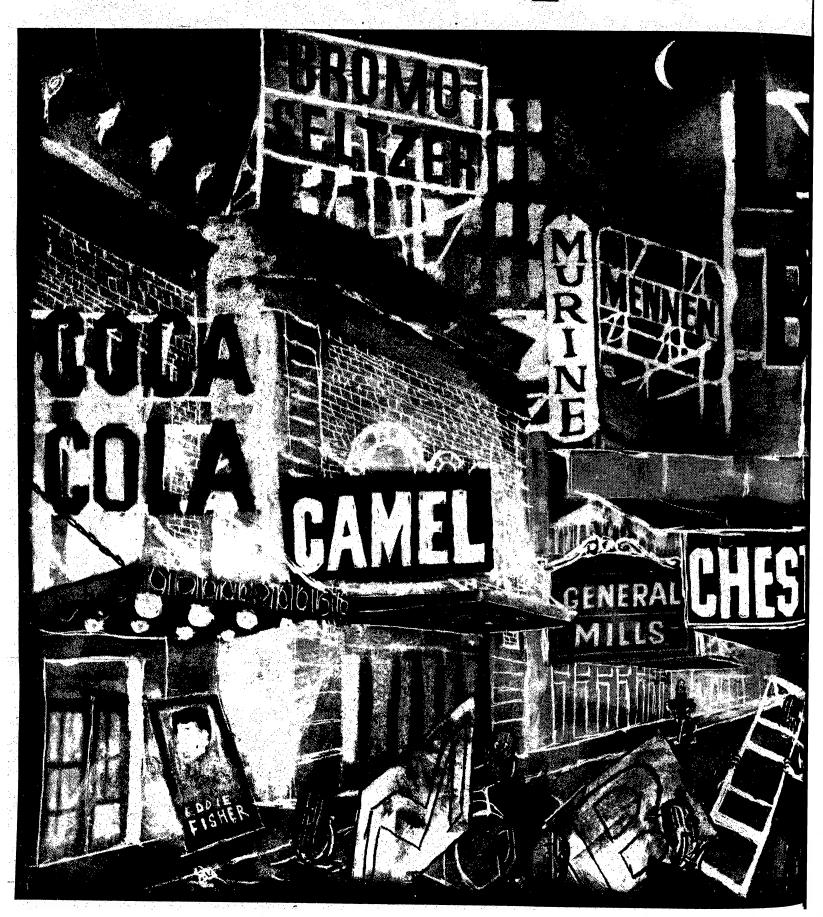
NBC executive staff is tossing a farewell shindig for veepee John West, head of the network's Coast operations. Friday night 110 at Deepdale Country Club on Long Island.

West returns to the Coast after this Friday's NBC board meeting to take up where he left off couple months back when he was broughteast during period prexy Frank

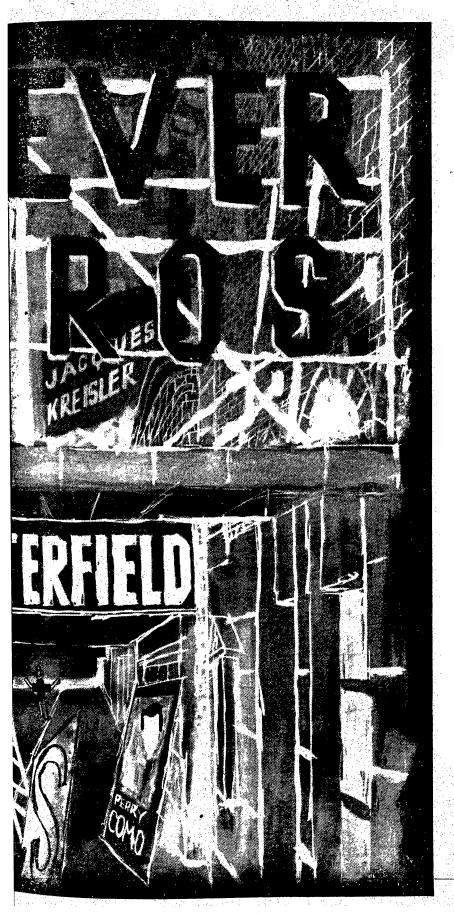
"Why not?" said HST about it all, I may well turn Dem-east during period preky Frank
The 27-year-old Naud, marvel octat."

| Cluded, Mr. 1ruman was so nice months back when he was brought
| east during period preky Frank
| White vacationed in Europe.

look who's keeping us



UP nights!



There's no business like *more* business—especially to prove the box-office vitality of network radio. And more business is what's lighting up the sky over Mutual these nights.

Coca-Cola, Bromo-Seltzer... Chesterfield,

Camel...Lever Bros., General Mills... Kreisler,

Carter, Murine, Mennen—names like these
are now up in lights along this busy Rialto,
moving here on advice of such audience-wise
agents as D'Arcy, Lennen & Newell, Esty,

Cunningham & Walsh, Tatham-Laird, Bates,

SSC&B, Grey, BBD&O, Foote, Cone & Belding.

It takes a multiple Mister PLUS to provide the special advantages that keep all this business thriving under the Mutual marquee: 500-plus affiliates in 48 states...program realignment, winning the only gain in network listening, 8-9 p.m:..long-run program strength, delivering a five-year high in listening, 7:30 p.m:... mass economy, unmatched elsewhere.

No wonder Mutual's business is thriving, with a whopping, contra-industry gain in bookings for all '52, and still greater sales for '53 to date.

Meanwhile, if more business is important to you, we have a special plus-combination that can put your name in lights like these. May we show you how it works?

*NRI, Jan Apr., 52 53 (Period andience, M.F.) **NRI, Lin Apr., 49 53 (Program andience, M.F.)

Mutual

THE PLUS NETWORK FOR RADIO '53

THE INDEPENDENT MR. JEF-

FFRSOM
With William Prince, Henry Jones,
Robin Humphrey, Jack Lester,
Don Julian, Art Peterson, Carl
Stohm, Ken Nordine, Joseph
Gallicchio Orch
Producer-director: Ben Park
Writer: Morton Wishengrad
Additional dialog: Robert Hartman
30 Mins; Sun. (5), 1 p.m.
Suctaining

Sustaining WNBT, New York

30 Mins.; Sun. (5). I p.m.

Sustaining
WNBT, New York

The National As a, of Education of the Ford Foundation, has a creditable, historical entry in "The Independent Mr. Jefferson." This is the televersion of the much kudösed. AMer. "The Jefferson." Heritage," and is being distributed to stations everywhere as a public service feature. In its New York kinescoped edition it was right on top of the July 4 weekend, serving to give impact to the theme revolving around Jefferson's draft of the Declaration and following it through to adoption by the. Continental Congress.

It has a renewed accent for Americans, as developed in the script by Morton Wishengrad, based on research by Dumas Malone, in the third President's stubborn, dedicated holdout for all the controversial clauses contained in the document, including the one on slave-holding which, however as the then "hot potato," was deleted at the session in Philadelphia, Jefferson, as a delegate to the Congress, obtains lodgings at the home of a sympathetic brick-layer and his wife armed only with books by John Locke, John Milton and Sir Isaae Newton; his violin, his writing box, and the phrase, "my business is rebellion."

In latter-day terms, Jefferson, played with serious incisiveness by William Prince, would undoubted by Be an appropriate subject for investigation, by Sen. Joseph McCarthy, In his own day, he came under the scrutiny of neurals, partiots and Tories, was damned by Pennsylvania's Dickenson, who never did affix his sequence for the came under the scrutiny of neurals, partiots and Tories, was damned by Pennsylvania's Dickenson, who never did affix his sequence for particulation and following in the program and the phrase, "my business is rebellion."

The Interediate the secution of the show was damned by Pennsylvania's Dickenson, who never did affix his sequence for particular to the phrase and Tories, was damned by Pennsylvania's Dickenson, who never did affix his sequence for particular to the program and the phrase and Tories, was damned by Pennsy

In latter-day terms, Jerterson, played with serious ineisiveness by William Prince, would undoubledly be an appropriate subject for investigation, by Sen. Joseph McCarthy. In his own day, he came under the scrutiny of neutrals, patriots and Tories, was damned by Pennsylvania's Dickenson, who never did affix his signature to the Declaration, and fought for his ideals in a political climate not unlike Washington, D.C., in the capital's more kinetic moments. Dickenson thought much of the Jeffersonian draft was treasonable, but treason or no, Jefferson whipped-it up in 17 days in his quarters at Market and 7th Sts.

Jefferson whipped it up in 17 days in his quarters at Market and 7th Sts.

Good support is turned in by Henry Jones as Dickenson, Jack Lester and Robin Humphrey as the couple in whose home Jefferson burns the midnight oil and receives colleagues, and a particularly fine, quiet performance by Don Julian as Jefferson's slave. An original score by Vladimir Selinsky is well interpreted by Joseph Gallicchio; batoning the orch, and other good values are supplied by Curt. Nations on the sets, Joan Evans' costumes and Art Reade's technical direction. Ben Parks production and reining bespeak little waste motion and the lensing is okay within the limited action orbit.

DOORWAY TO DANGER
With Stacy Harris, Raymond
Bramley, others
Director: Dick Schneider
Writer: Robert Shaw
30 Mins, Fri. 9 p.m.
SIMONIZ, PALL MALL
NBC-TV, from N. Y.
CSullbran, Stanfer, Colwell &
Bayles)
This is the United common (1st.)

(Sullivan, Stauffer, Colwell & Bayles)

This is the third summer that "Doorway To Danger" has taken over for the vacationing "Big Story." so the series has got the filler formula down pat. It does nothing more than spin a half-hour adventure yarn in simple scripting and thesping terms making no demands on viewer. Dialess can either take it or leave it—and if it's taken it won't be too bothersome.

Opening show Friday (3) scripted by Robert Shaw (Martha Wilkerson and Harry Junkin will also pen for the seriest unfolded take of Federal agent Doug Carter's attempt to uncover the source of narcoties being smuggled in a hospital for the freatment of addicts. Posing as a patient, the tightipped Fed, easily gets to the bottom of the junk hustling racket. Drama was loaded with cliche dialog but it moved fast and neverbecame offensive. An okay fisticuff battle between the agent and one of the patients gave the stanza a nice lift.

Thesping was routine. Stacy Harris, as the Fed, and John Randolph, as his chief, sparked the rest of the players through credible, if not exciting, performances. Dick Schneider's direction was average.

Series' tab is split between the Simoniz Co. and Pall Mall signies.

Series' tab is split between the Simoniz Co, and Pall Mall eiggies. The plugs were unobtrusive. Gros.

Tele Follow-Up Comment

tele.

At best it is a casually delivered impudent spoof and deadpan satire on a number of things, mostly in tele. The cluttered background of various wallsigns proclaiming "London," "Cloudy," "Frown," "Trenton," and "Vote," for instance, is a crude mockery of the orderly clutter on NBC-TV's "Today" program, which is the opposition.

At worst. Ernie Kovaes' show

scores, Royaes deadpanned spotting ferms amusingly.

Trademarks of the show are uninhibited camerawork and sound effects. Through the program there was a succession of quick candid shots: the back of the director's head, someone walking in front of the camera, a cameraman, a soundman, and chirper Edith Adams, the Eileen of the legiter "Wonderful Town," combing her blond locks. Odd sound effects included hysterical laughter, a bit of the Red Buttons "Ho-Ho Song," and an infant crying, During the playing of Nat Cole's recording of "I Am In Love," from "Can-Can," a sequence of gag cartoons illustrated the lyrics.

Miss Adams, kiddingly called Evelyn McGregor through a good part of the show (ignoring the confusion of a casual tuner in), sang. "Nice Work If You Can Get It" and "Make Believe" in an easy polyished style, with former song interrupted by Kovaes using a splimber's plunger as a maestro's baton. Effective vocal bit was rendered by Kovaes with "I'm Walking, Behind," backed by off-camera Miss Adams, whose voice was filtered through an echo chamber.

was filtered through an echo chamber.

In the guest shot, a youngster, Beverly Jordan, brought along a boxful of frogs to plug the Cal-veras County, Calif., contest at An-gel's Camp sponsored by the Lions. get's Camp sponsored by the Lions Club. Kovacs made no attempt to hide his nausea, getting from Miss Jordan the confession "I don't like frogs either." Bit wound up with a frog-jumping contest, with Kovacs and crew on their knees chasing the green hoppers, one of which took refuge under a

one of which took refuge under a camera.
Fadeout had Kovacs drawling through his mustache "It's good-bye time in the old corral, little varinints."

bye time in the case varmints."

As is evident, the kid-everything program is one of extremes, and the reaction of viewers probably is about the same, either loving or hating the calculated madness. It's not a mild program to be merely tolerated.

Horn.

Amalia, Portuguese canary, made ther tele debut on Eddie Fisher's NBC-TV stanza last Wednesday (1) with a one-tune showcasing. Song, of course, was "April in Portugal," which she introed in the Portuguese bistros about five years before it broke through as a pop hit in the U. S. The Raul Ferrao tune was known as "Colmbra" then and that's the way she as ang it. Jimmy Kennedy's American lyric was discarded after the opening line in favor of her native longue. Much of the song's value was dissipated because of the lingo is that attested to her nitery impact. The Fisher songalog set against a pic studio motif, included oldies "You Ought. To Be In Pictures" and "It's Magic" and his current disk release "With These Hands."

the plugs for Coke like he invented it, too.

"Robert Montgomery's Summer Theatre," as judged by its first offering on NBC-TV last Monday (6), is to be distinguished from its cool season, series largely because it will have a summer stock of regular thesps appear in the lead roles and by virtue of its lighter, souffle plots. The idea, initiated by Montgomery last summer, turned out to be an engaging one when Montgomery teed off with "The Half-Millionaire," a wispy comedy adapted by Irving Neiman from a story by Richard O'Hare.

The contrived plot, about a Caspar Milquetoastish clerk who discovers a \$500,000 hoard on the possession of a murdered man and gets involved with gangsters, the gendarmes and a femme fatale, was a relaxing piece of fluff in the Walter Mitty, vein. Its most pleasant ingredient was the performing the veleran actors in the lead seemed to be having a whale of a good time. Outstanding were Vaughn Taylor, as the bewildered clerk, an actor who can still make a double-take gesture seem mighty funny; John Newland, as a boardinghouse hawkshaw, whose brassy vocal inflections, were good at drawing yocks, and Elizabeth Montgomery, a comely blonde whose acting skill keeps improving. Herbert Bayard Swope, Jr., injected just the right amount of light farce into the direction.

Rusk. into the direction.

Sherman Billingsley's CBS-TV
"Stork Club" show was given the alfresco July 4 theme, with an ad lib"family party" motif. With Edith
Gorman's zingy song style and Florian ZaBach's expert violining forthe professional interludes. Howard
Dietz and Arthur Schwartz were
the special guesters plugging
"Band Wagon," their latest Metro
filmusical.

The Dietz & Schwartz songwriting combo (in addition to their
other talents) celebrated their 25th
anniversary as a team, and again

onner talents) celebrated their 25th anniversary as a team, and again point up the new trend for songsmiths, like authors and others who want to attract quick public attention, going more and more on radio and TV shows. This has become a regular "route" for spotbookings. Schwartz, a couple of mornings preceding, did a standout job on the Tex & Jinx show over WNBC. Like Dietz, who is a vecepee of Loew's, Inc., Schwartz is also distinguished as a producer, as president of the League of N. Y. Theatres, and as president of the Council for the Living Theatre. He had much to do with sparking the indie-produced Lester Cowan film, "From Main Street to Broadway," as a cellubid pitch for the longevity of legit. (The Council for the Living Theatre is a beneficiary from the film's revenue). On the McCrarys' show, he told a unique inside story on "I Guess I'll Have to Change My Plan." As youngsters, the late Lorenz (Larry) Hart, later to become the famed collaborator with Richard Rodgers, and Schwartz were writing an amateur show while both were at a boy's camp. Hart's lyric was a rather innocuous (especially for the sophisticated Hart'b surthen, "I Love to Lie Awake In Bed at Night," And while they threw it away as an amateur effort, when Schwartz gave up his law books to become a professional tunesmith, the tune was sturdy enough to survive as "Change My Plan."

The Blue Pajama" song as it was also known when the number was having his staffers in their "Sunday clothes" as his guests in the Ty-replica of the Cub Room, for one of his personal periodic parteries in Götham closed at this time, because of the July 4 long weekend and general vacation hiatus, this was as timely an occasion, the boniface observed, to stage a private staff party as any. Incidentally, while the "Stork Club" show enjoys an automatic goodwill build-eruper when under seasonal sponsorship, it is obvious why Billings-ley wants to lock in that Saturday-at-7 slot uninterruptedly over the summer. It's a terrific institutional although, paradoxically, the b to Change My Plan." As youngsters, the late Lorenz (Larry) Hart, later to become the famed collaborator with Richard Rodgers, and Schwartz were writing an amateur show while both were at a boy's camp. Hart's lyric was a rather innocuous (especially for the sophisticated Hart) burthen, "I Love to Lie Awake In Bed at Night." And while they threw it away as an amateur effort, when Schwartz gave up his law books to the Low Roman and the state plung a precision that at the point and the tone of his personal periodic parties. With most of the top class early in the Tv-replica of the for plus as a standy content and and general vacation hiatus, this was as timely an occasion, the boniface observed, to stage a private staff party as any incidentally, while the "Stork Club" show as a summed cosed at this time because of the July 4 long weekend and general vacation hiatus, this was as timely an occasion, the summer. It's a terrific in stitutional although, paradoxically, the basic raison deter for the Stork's appeal is one that is not predicated on attracting mass, patronage. Abel.

Victor Borge, for many years the exponent of the one-man concret, virtually pulled that feet with cert, virtually pulled that feet with a farman and the case of the state o

"Kovacs Unlimited," the early-morning '8 to 9' strip on WCBS-TV. N. Y. is perhaps the weirdest, wackiest and wildest show on tele.

At best it is a casually delivered impudent spoof and deadpan satire on a number of things, mostiy in tele. The cluttered background of various wallsigns proclaiming. "London." "Cloudy," "Trenton," and "Vote," (b), is to be distinguished from its conserved the son sense of humor that offering on NBC-TV last Monday with pratifalls.

All were delivered with typical his conferenciering of "Toast of the Town" in Ed Sunday. (5): Borge carried the Sunday. (5): Borge carried the greater part of the show through is comedy and planistics. He's accomplished at both, giving a virtuoso performance in either department. Borge has a charming demeanor along with his talent offering on NBC-TV last Monday emables him to contrast staid 88ing with prattfalls.

enables him to contrast staid 88ing with prattfalls.

Borge's individual efforts include his massacre of request tunes, his rambling dissertations on classic piano pieces and some straight work. He accomplishes all these in an applause winning manner. He seems to be one of the more reliable performers on the video spectrum.

The surrounding talent, unfortunately, was of a hit-and-miss pattern. Topper was Monica Lewis, long a vaude and cafe staple who has lately been working in films. Miss Lewis was handicapped by her major selection which seemed a prolix and pointless piece of material on the type gal her guy would like her to be. Miss Lewis ability at song elevated this particular tune far above its inherent merits.

Another act that went awry is elected.

ticular tune far above its inherent merits.

Another act that went awry is skating juggler Larry Thompson, who makes a nice appearance and who apparently knows how to operate on wheels, but whose juggling patterns are too elementary to be taken as extraordinary accomplishments. One factor that militated against him is his musical background. It sounded like adhib stuff that rarely jellied with his actions.

Renald & Rudy performed their hand-to-handing skillfully. They made some fine acrobatic formations. Nip Nelson also did well with his impressions. Much of his material wasn't too sharp, however.

ever.

Borge introduced Miss Universe contestants. Unfortunately, the viewer wasn't given a good look at any of them. It was a feeting glimpse as they paraded by and in some instances the face was never seen. A shocking waste of all that pulchritude.

Jackie Gleason farewelled the season on the night of the "Fourth" with a show of less than fireworks stature though encasing some good moments. Switch format had his CBS-TV talent and staff in a vaude-ville workout as a departure from their usual functions. This proved largely that his mainstays are Art Carney and Audrey Meadows, who can do virtually anything that's scripted, and that some of the 16 June Taylor Dancers possess talents apart from their topnotch ensemble terping.

As a sort of overture to the variety deal, maestro Ray Bloch came forth with a glee club serenade gently mocking Gleason. Then Carney aced with a "character" tap and shuffle garbed as Ed Norton of The Honeymooners, socking over with both the hoofing and covering gab. Pint-sized Jerry Bergman, roled as Reggic Van Gleason's uncle, did a bit with fake Swiss bells and xylo that was pure nothing. The layout recovered via Lynn Joelson and Taylor Giris (7) in a song and dance called "The Gleason Glide" ("Away We Go," etc.), cleffed by Benny Davis. It could become a standard on the show.

There was another sag, however, in the "June Taylor Boys"

PLACE THE FACE
With Jack Smith, Jack Nary,
guests
Producer: Ed Baily
Director: Joe Landis
Writers: Phil Davis, Paul Edwards
30 Mins, Thurs, 8:30 p.m.
TONI
NBC-TV, from Hollywood
(Leo Burnett)
Television's growing penchant
for catching people off guard and
exposing some basic emotions hefore the viewing public takes on
new dimensions in "Place the
Face." which Toni has slotted in
on NBC-TV in the place of the
vacationing "T-Men in Action." But
whereas "This Is Your Life," with
which comparison is inevitable,
has managed to stay within the
borders of good taste by a general
summary of a person's past, "Place
the Face" on its preem tended
to go off into shockers, and the
results made for uncomfortable
viewing.
Idea of the program is to confront a guest with someone who
has played a role in the guest's
past, and to have her identify the
person within a given time span.
First guest, a Coast restaurateur,
was confronted by a reformed
criminal who had once held up a
bar of hers. Initial reaction, one
of cringing fear and fascination,
wasn't pretty to behold, although
she recovered quickly enough.
Last guest was another woman,
an ex-vaudeville and nitery performer, and the face she was to
identify was that of her son, whom
she hadn't seen in 30 years. Making her guess his identity was a
little cruel, and clossup by the
cameras of the almost agonized
embrace between the pair of them
was absolutely in bad taste. People
normally encountering such a
scene in public would turn their
backs on it in the name of simple

embrace between the pair of them was absolutely in bad taste. People normally encountering such a scene in public would turn their backs on it in the name of simple decency—there's no reason why it should be shown on television. And the mother, incidentally, when asked to say something, first asked if they were still on camera, then shied off.

However well-intentioned the show might be—and indications were that it is well-intentioned—it's got no place on the public airwayes as presently constituted. Purpose of bringing on the former robber was for him to give a message to the effect that crime doesn't pay. And bringing the mother and son together was a nice gesture—he had traced her whereabouts 18 months ago, but had not been able to see her until then. Tipoff to Toni's intentions was Jack Smith's parting words—"hope you enjoyed the show." Sights were hardly something to enjoy.

Program got off its only light

Sights were hardly something to enjoy.

Program got off its only light touches when Zsa Zsa Gabor was confronted with a Los Angeles traffic cop who had given a summons for a bad left turn six months ago. She finally remembered him, and when reminded of the violation, tossed off an airy "Oh, I do that all the time." Use of this type of situation, one with inherent humor rather than that of shock, would make the show far more acceptable.

Singer Jack Smith makes an acceptable emcee and Jack Nary an okay assistant. All-around production values were good. Chan.

NAME THAT TUNE? With Red Benson, Ted Rapf Orch, others
Producer: Harry Salter
Producer: Perry Lafferty
30 Mips.; Mon. 8 p.m.
AVCO. SPEIDEL
NBC-TV, from New York
(Benton & Bowles)
(SSC&B).

(SSC&B)

Harry Salter, a vet at musical aizzes, having been associated ith "Stop the Music," has come with another idea that should timately cause some excitement a the video spectrum. "Name hat Tune" is another musical itz with little relation in format it in enough visual gimmicks it in enough visual gimmicks it in enough visual gimmicks ith this show to make it fairly old lightweight musical fodder. The initial show indicated that tere are still some roughspots to ironed out before smooth operating results. There must be some

at this type of showbusiness will probably correct the deficiencies. Show is sponsored alternately by Crosley and Speidel. Red Benson "is an exuberant quizmaster and does his chofes well. The Ted Rapf orch dishes out the music. Vicki Mills doesn't get too much chance to show her ability at vocalizing. Jose.

ATOM SQUAD
With Bob Courtleigh, Bob Hast,
ings, Bram Nossen, others
Producer: Roland Tooke
Director: Joe Behar
15 Mins; Mon.thru-Frl., 5 p.m.
Sustaining
NBC-TV from Philly

active element from various atomic plants by a power-crazed scientist. Acting on the part of those on the side of law and order was good, but the villains of the piece were stereotyped.

LIVING FASHIONS With Maggi Byrne, Mary Lou Lazor

Lazor Producer-writer: Maggi Byrne Director: Joé Tanski 30 Mins.; Mon.-thru-Fri. 12:30 p.m.

30 Mins; Mon.-thru-fri, 18,30 p.m. Participation WMBK, Cleveland. For the fashion-conscious house-wife this half-hour display of tele-vision provides intelligent view-ing.

ing
Highlighting practical and inexpensive fashions for women, the show also incorporates a host of practical suggestions, ranging from furniture to interviews on good living

sum: Scanza opens with a model—in Scase Mary Lou Lazor—mov-sthrough an enlarged page-one stating prop. The garment worn

(Continued on page 46)

1ST PERSON
(Cafe Society)
With Rod Steiger, James Westerfield, Frank Overton, Oliver
Ander
Producer: Fred Coe
Associate Producer: Bob Costello
Director: Arthur Penn
Writer: Robert Alan Aurthur
30. Mins.; Fri. 8:30 p.m.
GULF OIL CORP.
NBC-TV, from N.Y.

Young & Rubicam)
The notion of using the TV conve

oken thoughts, and thus into the obtler dimensions of his character, though the audience were read-

as though the authence were reading a literate novel.

A fusion of skilled talents was obviously needed to make this complex device come off, and Gulf Oil Corp., the sponsor, was wise in teeing off with a script by Robert Alan Aurthur, Rod Steiger as the reade Device of the state of the s

complex device come off, and Gulf Oil Corp., the sponsor, was wise in teeing off with a script by Robert Alan Aurthur, Rod Steiger as the voice portraying the camera character, producer Fred Coe and director Arthur Penn.

The plot of the drama itself, "Cafe Society." was almost: elemental in its simplicity. Steiger, a cynical, hardbitten bum, has found companionship in a desert cafe with its gentle owner, James Westerfield. A roving fruitplexer, Frank Overton, and his motherless boy, Oliver Ander, both insecure and poverty-stricken, spend the night at the cafe. The story is merely a depiction of how Steiger's seeming callousness changes into compassion, and how he gives uphis errant dreams to join the other two men in operating a garage.

Except for a couple of spots where the dialog given him was overstraining for a poetic effect. Steiger made the camera character seem a real person, with his slangly cries of "Shut' your everlasting fal and lousy mouth." Of those performers seen, in stark closeups, Westerfield was particularly realistic, and young Ander merits praise for depicting the insecure little boy without ever seeming either maudlin or bratishly precocious.

Penn directed with imagination, never making the camera seem to intrude on the action for cheap effect. At one point, he gained a stream-of-consciousness effect by setting the image out of focus, but this seemed germane to what the author was trying to achieve, as were the simple sets designed with telling effect by, Otis Riggs.

Other dramas in this series will represent the camera as a man, woman, animal or neutral "thing." (The next one will star Wally Cox.) If the others maintain the standards set by "Cafe Society," then "its Person" should carve a niche for itself.

"Ist Person" should carve a niche for itself. Rask.

LUCILLE RIVERS SEWING CEN-TER
Producer: Emanuel H. Demby
Director: Ray. Abel
30 Mins.: Thurs., 1 p.m.
PFAFF SEWING MACHINE CO.
WABC-TV. N.Y.
(Williams)

e national fame. Mrs. syrne, threw in some the system of the visual aspects. Years, Highlight of orchestral sections during teleast was Mors Easy. Is trying for creators, not Business pursuant and a vaniage. In her "edis of the TVer was Miss Rivers use lections during teleast was Mors Easy." Is trying for creators, not Business pursuant and a vaniage. In her "edis of the TVer was Miss Rivers use lections during teleast was Mors Easy." Is trying for creators, not Business pursuant and a gab an oversize trademark both of day," she went into an of a model, displaying the finished, ton Gould's arrangement of "Yan-lookers, Program should be a gab an oversize trademark both of day," she went into an of a model, displaying the finished, ton Gould's arrangement of "Yan-lookers, Program should be a gab an oversize trademark both of day," she went into an of a model, displaying the finished, ton Gould's arrangement of "Yan-lookers, Program should be a gab an oversize trademark both of day," she went into an of a model, displaying the finished, ton Gould's arrangement of "Yan-lookers, Program should be a gab an oversize trademark both of day," she went into an of a model, displaying the finished, ton Gould's arrangement of "Yan-lookers, Program should be a gab an oversize trademark both of day," she went into an of a model, displaying the finished. She went into an of a model, displaying the finished to a gab an oversize trademark both of the day, and the day of the day of the day of the day, and the day of the day

ULF OIL CORP.

IDULF OIL CORP.

IDULE OI

Familiar characters, like Ell Mintz (Uncle David) and Arlene McQuade (Rosalie), were their reliable selves. Robert II. Harris segued into his new role of Jake quite ably, being properly tractable, gruff and capable.

First RCA Victor commercial, coming right after the opening snatu, seemed somewhat overlong, but otherwise agreeable to take.

Bron.

SUMMER POPS CONCERT With Herman Herz, conductor Thomas L. Thomas, guest; Bot Nelson, commentator

Producer: E. V. Brinckerhoff 30 Mins.; Mon., 9:30 p.m.

THE GOLDBERGS
With Gertrude Berg, Robert H. Harris, Ell Mintz, Arlene McQuade, others
Writer: Mrs. Berg
Director: Martin Magner
30 Mins., Fri., 8 p.m.
RCA VICTOR
NBC-TV, N. V.

(J. Walter Thompson)

It was good to have the GoldHere are the first two contribuHere are the first two contribuHere are the first two contribuHere are the first two contribu-NBC \$3,000,000 'Operations Daytime'

Granted that the need to plug the daytime gaps was urgent in the face of the mounting squawks

GLAMOUR GIRL With Harry Babbitt, audience par-ticipants. Executive Producer: Jack McCoy Producer: Don Ross Director: Bill Bennington 30 Mins.; Mon. thru-Fri., 10:30 a.m. Sustaining. Sustaining NBC-TV, from Hollywood

from affiliates crying for program relief. The fact remains that, perhaps as a desperate measure to get "Operations Daylime" moving along, more haste than ingenuity or judicious selection was exercised on the initial brace of entries. If the affiliate stations brought forth mountains of protests the NBC-TV program boys have responded with a couple of items more closely approximately modehills in terms of vesting the web's daytime structure with soine stature.

If more than ordinary significance attaches to Moiday's (6) brace of morning premieres, (1)

ART IS EASY With Raphael Sabatial Directors: Art Stober, Lew Klein 20 Mins., Mon. Fri., 11:10 a.m. WFIL-TV, Philadelphia

New summer session in slot occupied by "University of the Air" utilizes the same lineup as winter educational series. Under overall supervision of Dr. Roy K. Marshall, educational head of WFIL stations, and John T. Roberts, of Temple University's TV division, program is directly under the aegis of Raphael Sabatini. Show

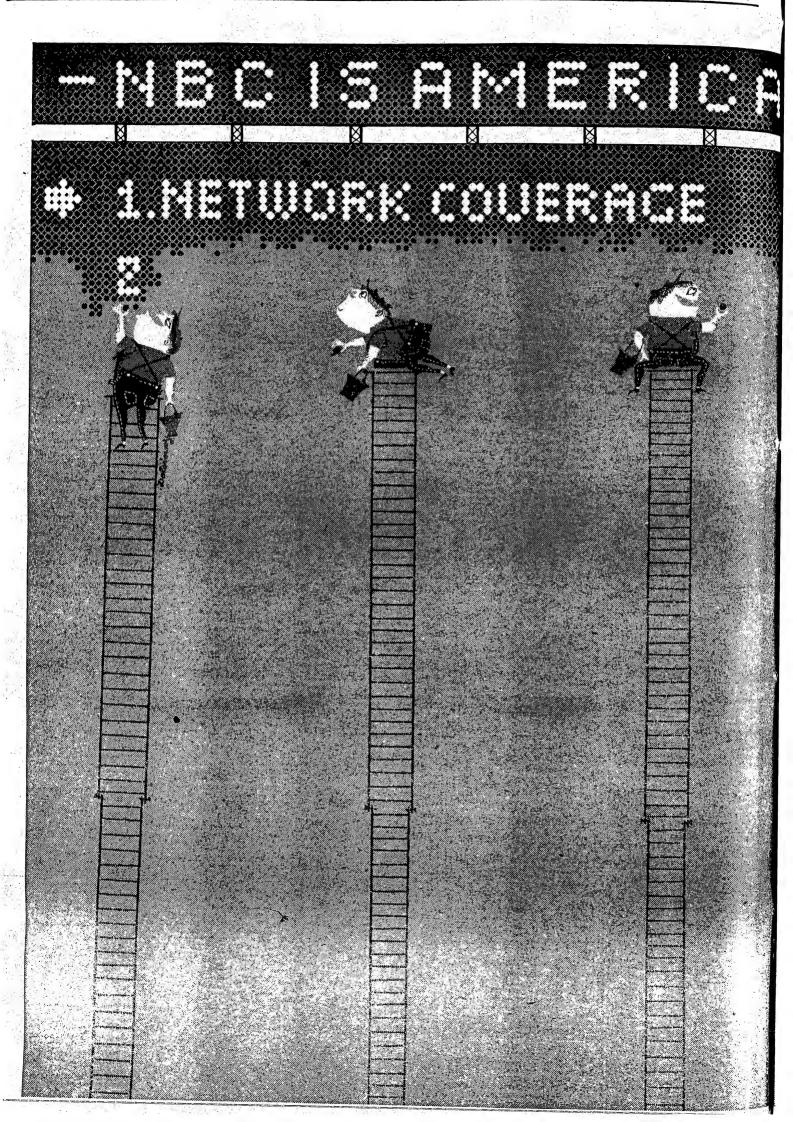
"Glamour Girl," filmed in Holly-wood, on new 35m "quick kine," uses the inevitable "before and af-

THE BENNETTS
With Kay Westfall, Jim Andelin,
Vlola Berwick, Beverly Younger,
Jack Lester, Sam Siegel
Writer: Bill Barrett
Producer: Ben Park,
Director: John Hinsey
15 Mins.; Mon.-thru-Frl., 11:15 a.m.
Sustaining
NBC-TV, From Chicago

acgis of Raphael Sabatini. Show, is aimed at latent desire in people of all ages to express themselves in graphic arts and should have Sunday painters, blooming profusely. Rica is a good one, since many a haustran fancies herself as an artist in the studio, rather than in the kitchen.

Each week is devoted to a different medium, from pencil drawing to print making; from painting to print making; from painting to sculpture and casting. Sabatini, a painter and sculptor of nationally recognized ability, has experience as a teacher of Fine Arts (at Temple) and exhibits an amiable Typersonality. But he can hardte explore much support to the proper confidence in the product of the proper confidence in the product of the pr

With Janet Tyler Producer: Miss Tyler Director: Al Johnston 5 Mins.: Mon.-thru-Fri., 6:35 p.m.







NBC's coverage tops all other networks

The television network which can deliver the most markets and, therefore, the widest coverage is most in demand by advertisers today.

NBC is that network. Day and night, the average NBC program is carried by a larger number of stations, covering more television homes than any other network.

NIGHTTIME AVERAGE NUMBER OF STATIONS	NB C 54	NE1WORK #2	NETWORK #3	NETWORK #4.
COVERAGE U. S. TV HOMES	86.2%	75.1%	66.1%	50:8%
AVERAGE NUMBER OF STATIONS COVERAGE U. S. TV HOMES	NBC 51 87.3%	43 43 80.5%	NETWORK #3	NETWORK #4

Compared to the No. 2 network, NBC's average program reaches 12 more markets at night and 8 more markets during the day. It covers 11.1% more of the total television market at night; 6.8% more by day.

Superiority of coverage is just one reason why NBC is America's No. 1 network. Next week... further proof.

NBC's Audience Advantage is to Your Advantage ... Use It.







TELEVISION

a service of Radio Corporation of America

SOURCES: Nielsen Television Index, January-April, 1953. A 1998.

NOTE: The assignacy of the above data has been verying by the A.C. 2019 on Company

* No comparable daytime activork service



. is the unknown quantity

Both the Radio and Television industry are always seeking <u>advance news</u> about local and national spot sales, networks, availabilities, results and dig deeply for facts and figures to remove the mystery of "-the unknown quantity."

With the new horizons opening in TY; the new problems developing in Radio; the new trends, new sales promotion angles, advertising, merchandising, talent, production, direction, writing, etc.,—"X" is a bigger problem now than ever before.

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NEW YORK 36

CHICAGO 11

HOLLYWOOD 28

154 West 46th St. 612 No. Michigan Ave. 6311 Yucca St.

Television Chatter

Vershba, CBS foreign to with Edward R. week national and Canadian tour fogues to meek national and set of the Town! July 19, flying in from Windsor, on "Goodyear Tele."

See It Now," off to Eu/ (3) on the America
Halpern, who does the
is on "Goodyear Telehouse," into cast of
s Mary" at the Clinton
yhouse this week
ey to Coast on a new
s and distribution deal
re film, "Public Enemy
ationed in N. Y. with
bor and Fernandel
illed for South America
naterial for his upcom
x series, "Pleasure
Ed Simmons and
ar due in N. Y. shortly
s with MCA on new
let on Martin & Lewis
olgate which would alnutside deals. Rik
nd Maurice Richlin set
the location for filmir pilot vidpic, "The
Miss Boone"

Griffin and Sheila
d to cast of the upcom
Demarest vidpix series,
"H. J. Mosby Decent
Bob Kennedy hired
re for NBC-TV's "Name
'which preemed Monlp m. WABD deepert will be featured in
the film to be shot this
with Post Cereals
selled "Captain Video"
and production reinansferred from Benton
on Dumont, Olga Druce,
en producing the show
takes off on her first
a two years, during
the agency will ready
signments. Dumont
nk Telford, who moved
net from a production
ung & Rubleam, as proserial, now on sustainre, emcee of ABC-TV's
for it," in from the
hosting a press party
b) at the Rainbow Grill
Lewbel set for a skit
i Melton on "Voice of
Monday (12) Olga

log glest on. Town when her late
Halpern, who does
the following day:

Hollywood

Jerry Fairbanks to N. Y on biz
and thence to Bavaria. Virginia
Hewitt signed with Mel Shauer
and thence to Bavaria. Virginia
Hewitt signed with Mel Shauer
and thence to Bavaria. Virginia
Hewitt signed with Mel Shauer
and thence to Bavaria. Virginia
Hewitt signed with Mel Shauer
in the Mery Davis set
as fashion co-ordinator for "Glamthewitt, signed with Mel Shauer
Croasylegs, All American." Hall
Belfer set as stage director for
Connie Haines uponing video
show. Jack McCoy to Gotham
series. "Plasmer and stage director for
Connie Haines uponing video
show. Jack McCoy to Gotham
to script telepix for "Letter to
Loretta series. Starring Loretta
units deals. Rik
do martice Richlin set.

Chicago

Bob Chill now producting supplying
the agency will produce to the produ

Carl Tubbs, Cliff Brown and according to the control of the contro

Carl Tubbs, Cliff Brown and Herb Cuniff named as TV directors at ABC with Don Ruston advanced to ABC with Don Ruston advanced to Station floor manager ...; Shell

Output in 53 Seen

Washington, July 7.

Heading for a 9,000,000 set year.

Ty manufacturing industry established a new record during the first five months of 1953 with a production of 3,309,757 receivers.

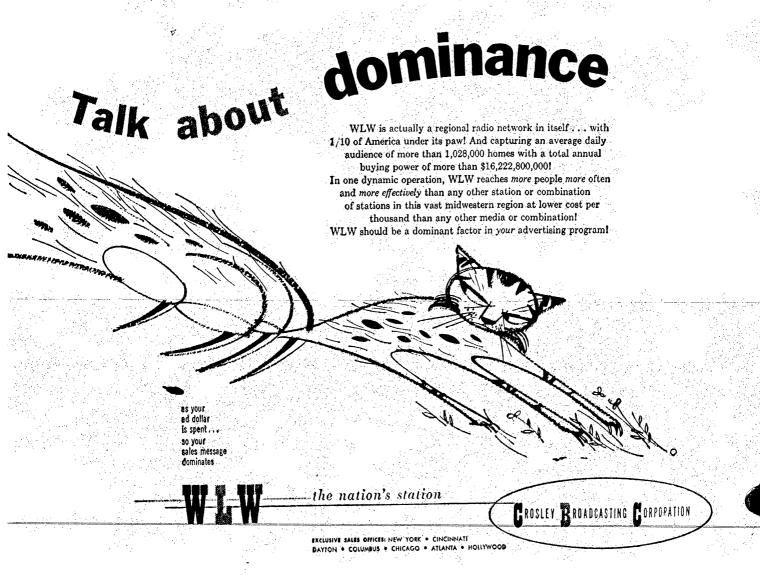
The January-May output bettered the same period of last year by more than 1,350,000 sets.

If the weekly average of 150,000 is maintained for the balance of the year, an annual turnout of its maintained for the balance of the year, an annual turnout of the last quarter which includes holidast quarter wh

city's application.

There's another commercial VIIF channel in Milwaukee for which several applicants have filed. Hearst hasn't filed for it, believing channel 10 should be granted his company without hearing.

The Commission's denial of the Hearst petition was voted over the dissent of chairman Rosel Hyde. Com: Doerfer did not participate on the question, nor did Comr. Frieda Hennock who was absent from the city.





Today, no one anywhere has to be shown what a cigarette looks like—or how to smoke it. Lighting one is the first thing many people do in the morning. Putting one out is the last thing they do at night.

Everywhere people are smoking more cigarettes than ever before. Some 3 trillion since the war. An expected 400 billion this year. They have more choice than ever before Regular. King-Size. Tipped. Filtered. Flavored. And some 27 brands.

That's Where Advertising Comes In

For the people who sell cigarettes know that a brand is

by and large a state of mind. And that advertising creates this state of mind...turns a product into a brand...and slips it in the customer's pocket.

They know that a brand is no brand at all when it's in a market advertising doesn't reach.

And they also know that as advertisers, they have less than \(\frac{1}{2}\eta \) a pack (taxes, 8\eta \) plus) to win their share of the market.

That's Where Radio Comes In

Of all media, radio alone exactly parallels the requirements of the cigarette industry—and of any industry that wants to speak to everyone, often, economically.

Like cigarettes, radios turn up everywhere — except in subways and the public library. Like smoking, listening knows no boundaries — geographic, economic, or

And just as people are buying more eigarettes than ever before, they're buying more radios than ever before. Some 100 million since the war. Another 14 million indicated for this year. And among some 50 makes, radio sets also offer more choice than ever before. Auto. Portable. Clock. Console. Combination.

Naturally these radios command a lot of listening, in

all markets. Day and night, the average family listens some 20 hours a week. For radio, as they say, satisfies and...

CBS Radio Satisfies Best

On CBS Radio, advertisers find their biggest audiences—and a cost per thousand that's 20 per cent lower than on any other network. Consequently, CBS Radio makes even smaller that "fraction of a cent" which most rapid turnover, cumulative profit products can afford to spend on advertising.

Perhaps that's why all of the five major cigarette companies—American Tobacco, Liggett & Myers, Lorillard, Philip Morris, and R. J. Reynolds—are using CBS Radio in 1953. And why cigarette billings on CBS Radio are up 33 per cent over last year.

For All Mass Products, Radio Is a Basic Medium

Whether the product costs pennies or thousands. Whether it lasts for a week or a lifetime. For example, soap, now sponsoring 32 CBS Radio broadcasts every week. And drugs and cosmetics, sponsoring 55. Or household furnishings and appliances, today investing 121 per cent more on CBS Radio than last year. Or

automobiles, with two accounts new to CBS Radio this year alone.

The dollar vote from advertisers of all kinds is running 25 per cent stronger for the CBS Radio Network than for our nearest competitor.

Whatever your product, if you're looking for a low-budget way to maintain present market loyalties and to reach out to new customers... if your advertising requires frequency, and economy, and impact, strike up a match with radio.





Caesar-Liebman Theatre TV

an undisclosed number of college football games, contracted with individual schools, with no college Suspended AFTRAites conferences involved. Understood the firm has pitched theatre televising of the Notre Dame games among others, but ABC-TV holds

rights to filmed versions of those for home consumption.

While exhib execs are pessimistic over b.o. potentialities of college football in view of the fact that NBC-TV will televise NCAA games for home consumption, there is every indication that BOT would have a variety of programming to offer the theatremen. Presence of Chasins indicated that firm will go after top musical events, something which theatre TV hasn't presented since TNT theatrecast the Material and the property of the presented since TNT theatrecast the Material and the property of the TV hasn't presented since TNT theatrecast the Metopera's "Carmen" last December.

Mum on Details

The fact that Liebman and Caesar are in the corporate picture hints that they too would be involved in the production of proinvolved in the production of programs for theatre consumption. When asked what type of role they would play in the operation. Mound, who will preside over to-day's press conference, said he couldn't disclose that Liebman, currently vacationing on the Coast, has, not committed himself to either a financial or production role in the company, but hasn't ruled himself out. But with Caesar in Liebman would probably play some kind of role.

Theatre TV field has been pretty

tor contracts but has been in contried to break through, but with
tried to break through, but with
tried to break through, but with
tried to break through, but with
little success. One was Harold,
azine's Closed Circuit Theatre,
been of a general nature, BOT will Television Co., which is still in
come up with a specific schedule of existence but has been unable to
events today. Among these will be
of attractions.

To Carry 'Subversive'

'Trans-Atlantic Briefing' Set as NBC Radio Series

NBC Radio will launch one of its most ambitious news projects Sunday, July 17, when it kicks off. "Trans-Atlantic Briefing," comprising a series of informal shortwave reports from NBC correspondents in major European capitals. No tabing or rebroadcast will be involved, with reports coming in direct during the 3:30-4 p. m period.

has not committed himself to either a financial or production role in the company, but hasn't nucled himself out. But with Caesar in. Liebman would probably play some kind of role.

Theatre TV field has been pretty much a closed corporation, with Talapern's TNT the only active outfit with recognized slature. Countries the show in New York, with following show in New York, with following NBC newsmen reporting: Romney Wheeler, from Rome: Frank Bourghout Frank Bourgh holtzer, from Paris and Bob McCornick, from Frankfurt. Joseph much a closed corporation, with Talapern's TNT the only active outfit with recognized slature. Countries with recognized slature, countries with recognized slature, countries with recognized slature.

FCC TO EXPEDITE TV FOR VERMONT

Washington, July 7.
Poor old Vermont, the only state without a TV authorization, is getting special consideration to make possible early action on two applications which have been filed for a channel.

a channel. Because the only VHF channel but has been unable to with anything in the way octions.

Inded AFTRAites

Carry 'Subversive'

Fight to Membership

Hollywood, July 7.

BATTRA members, sussepportant of the state has been assigned to Montpeller (pop. 8,600), which is number 604 in FCC processing line of cities without TV, the Commission has granted petitions to give priority to applicants in scheduling hearings.

Commission departed from its processing order, since otherwise it might well be many months, if not years, until Vermout secures its first TV authorization."

Welch Wine Buys DuM Dotty Mack Cincy Show, **Cueing Flock of Shifts**

Welch's Wine last week bought DuMont's Cincinnati origination, "The Dotty Mack Show," and the web will switch the program from its Sunday 10:30 p.m. time into the Tuesday at 9 slot. Monroe Greenthal agency set the 41-week

Sale and time switch has caused a wholesale reshuffling of Du-Mont's program schedule, with the Chicago-originated "The Music Show" moving from 9 to 8:30 on Tuesdays. "Music Show" move pushes "Meet Your Congress," the live network version of Blair. Moody's film package, into the Wednesday at 9:30 spot, and also fills in the time vacated by the departing Martha Rountree-Lawrence. Spivak package. "The Big Issue." "Where Was I?" moves from 10. Tuesdays to 9:30 to replace the hiatusing "Wisdom of the Ages." Other shifts include "Guide Right." from Thursday at 8 to Friday at 8:30. Sale and time switch has caused

Providence—Providence School Department has jumped on the W.J.R.-TV bandwagon, scheduling a 10-week summer series of edu-cational television programs.

Inside Stuff—Television

Doherty, Clifford, Steers & Shenfield advertising agency, N. Y is using a talking Arabian camel with a French accent in its most recent 60-second filmed TV commercial. Pitch is not for Camel ciggies but its Vitalis account, on the CBS-TV "Arthur Murray Party."

The agency screen tested six camels in California, before it selected the winner, Abha, a 15-year-old dromedary, born near Mecca. Commercial, showing how wind and dryness are main foes of man's scalp, employs, a dubbed-in voice for Abha, who may well compete with "Today's" chimp, J. Fred Muggs, as TV's newest animal celeb.

General planning meeting for fall "Colgate Comedy Hour" has been set for the Coast for either Aug. 10 or 17 by NBC-TV and Collate, All talent, writers and production toppers on the Sunday night series

All faient, writers and plouds to a will attend.

Tops on the agenda are plans for Jimmy Durante, who switches from the now defunct Saturday night "All-Star Revue" lineup into the Colgate roster in the fall. Producer Sam Fuller is handling arrangements for the meeting and John K. West, NBC-TV's Coast veep. will host the meet

In what is probably record time for the program, DuMont's "Author Meets the Critics" has set James Michener's "The Bridges at Toko-ri" as its book for Thursday (9) night's broadcast, only a week after the short novel was published in Life and the same day Random House brought it out in book form.

Program will have Michener and N. Y. Post columnist Max Lerner arguing the pros and Harold LaVine, political editor of Newsweek, handling the con, while Virgilia Peterson moderates. There's a reason for the speed in which the novel was picked, however—Life, for which it was specially written, distributed galley proofs to the press a couple of weeks. ago.

Old newsmen's adage of "never take anything for granted" was never borne out more realistically than last week, when NBC's Washington staffer, David Brinkley, managed to score an exclusive with pletures of the Russian Embassy interior in Washington. Films, scen. on "Camel News Caravan" last Tuesday (30), were the first of the embassy since the cold war began.

Brinkley got the films by the simplest expedient possible—he just asked permission, following a hunch that in view of the ease-up of Russian propaganda, it might be granted. It was, and the Russians, allowed Brinkley and cameramen Brad Kress and Irving Heitzner into the building, once owned by George Pullman.

Sawyer's 140G WCMI Buy Sammy Kaye Disk Jockey

Cincinnati, July 7.
Purchase by Charles Sawyer, former Secretary of Comerce, of 70% of WCMI AM and FM stations, Ashland, Ky., from J. Lindsey Nunn and Gilmore Nunn, both of Lexington, for a reported \$140,000 and subject to FCC approval, was disclosed over the weekend.

Sawyer, a Cincy attorney and industrialist, said he also would ask permission to operate a TV station in the Ashland area. He owns WING, Dayton; WIZE, Springfield, and WCOL, Columbus, O.

Show Set on ABC Radio

Bandleader Sammy Kaye is conducting a 15-minute, four-a-week disk jockey and guest interview, show on the ABC radio net, back-to-back with the web's new "Three-City Byline." Deal was set late last week for Kaye to fill in the 8:15-8:30 p.m. segment, Tuesday through Friday.

Program which kicked off yester-day (Tues.), is called "Samiry Kaye's Serenade Room."

A STEP AHEAD! WALT FRAMER PRODUCTIONS

"America's Leading INDEPENDENT TV Producer"

Steps Ahead With NEW FACILITIES!

6000 Square Feet of Modern Offices, Rehearsal Space, Fabulous Screening Room, **Completely Air Conditioned!**

A STEP AHEAD...in NEW IDEAS (as always!)

The Only Producer Who Gives You the Four Ps Packaging . . . Production . . . Publicity . . . Promotion

IF THE SHOW'S THE THING ... Then Call on

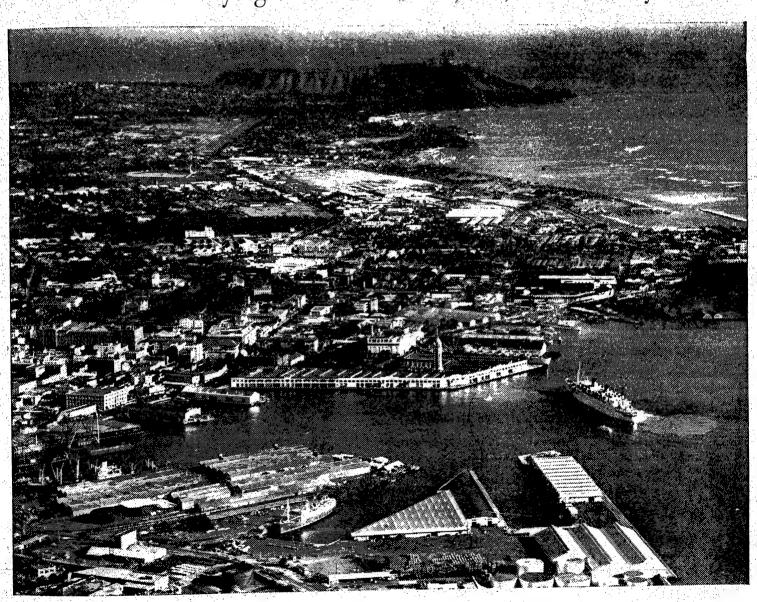
WALT FRAMER PROUCTIONS

"America's Leading Independent TV Producer"

1150 AVENUE of the AMERICAS New York 36, N. Y.

OXFORD 7-3322

760 kc Honolulu, Hawaii, the First Radio Voice of the rich Island Market of 500,000 people who have an Effective Buying Income of \$569,000,000 annually



Effective July 1, 1953, KGU will be nationally represented by...



SPOT SALES

80 Rockefeller Plaza, New York 20, N. Y. Chicago Cleveland Washington San Francisco Los Angelis Charlotte Allanta* RADIO STATIONS

WNBC New York

WMAQ Chango

KNBC San Ledword

WRC Waterglow

WTAM Checknot

SD St Love GU Handala, Hawaii

Radio Reviews

reporting battlefront news was through episodes in which are diplomatically corrected by J. B. woven bits of nostalgla, morality Mullaney, managing editor of and horse sense.

C'eveland News.

A spokesman for the U. S. State out the souped up dramatists and Department was recruited to pacify and English quizzer who was puzzled about the official U. S. altitude toward Red China, and why we wouldn't recognize it. Brig. Gen. Hershey, director of Selective Service, discussed all the intricacies of our army draft act as well as the number of Americans in military service. Another quostion regarding the functions of the Veterans Administration was thoroughly but briefly answered by Jack King of the V-A chapter in Cleveland.

Directed efficiently by John

TENTH INNING

With Jack Graney, Al Hoegler 155 Mins.; after baseball games

Directed efficiently by John Wellman, with engineering by Dave LaMoreaux, series has good production values and Karl Bates a very able announcer, Pullen.

SECOND GENERATION With Lee Stewart, narrator -Producer-Writer: Fran Heyser 15 Mins., Mon.-Fri. 1:30 p.m. Sustaining Sustaining KMBC-KFRM, Kansas City

an Open Letter

to whom it may concern:

15 Mins: after baseball games WHITE MOTOR CO. WERE, Cleveland

WERE, Cleveland

This 15-minute post-game roundup is a natural for Jack Graney
and Al Hoegler who are following
the Cleveland Indians as part of
the regular broadcasting crew.
Graney does the play-by-play;
Hoegler the statistics.

Ilorgier the statistics.

In their post-game session, the two review scores of all games and the highlights of the Cleveland Indian game just played. There sa bit of editorial comment and some general observations that carry a common sense approach. Grancy frequently reaches back to bis days a a ball player to lend added color to his notations. Hoegler, whose statistics are as current as the minute, is able to keep material fresh and adequate. Commercials have a tendency to be a bit too long.

Mark. KMBC-KFRM, Kansas City

Quarter-hour series of story session and organ music is a summer replacement. for the wintertime: "School of the Air" on KMBC and affiliate KFRM. Format has soft-spoken Lee Stewart of announcing staff telling story-reminiscenses in leisurely tempo about a set of characters and circumstances circa post World War I, spelled by interludes of organ music by P. Hans Flath, studio organist.

Program is the product of Fran Heyser, producer of a number of the station's shows, and is a semisceucl to his former summer series centered around a quasi-fictitious character, Mother, ther family and friends. The current series picks up Mother and her friends of the younger generation, seeing her

Pepsi Sets Arlene Dahl For ABC-TV Drama Series

Pepsi-Cola, via the Music Corp. of America, has set Arlene Dahl as hostess and conferencier of its upcoming dramatic series on ABC-TV. Firm, through the Biow agency, his signed MCA's Revue Productions to film the half-hour series, which will consist of unconnected dramas starring such names as Dane Clark.

names as Dane Clark.
Show is set to air on Fridays at 8:30. starting in October. Pepsibouth the time to follow "Ozzie & Harriet" on the web, and at the same time to slot a dramatic stanza in against opposing comedy sessions on at the same time. Productions will be budgeted at \$25,000 weekly, it's reported.

Tint Sprint

paces under the Weaver "full speed ahead" dietum.

ahead" dictum.

RCA, in line with the application filed before the FCC two weeks ago for immediate adoption of the RCA-NBC compatible color system, has scheduled a technical symposium in New York on July 15 to reveal latest advances in design and production of its tri-color July 2000.

tube.

Dr. C. B. Jolliffe, v.p.-technical director of RCA, in announcing the symposium, said meeting would disclose to the industry new processing and design developments in manufacture of the tube, in line with RCA's promise to make such information available to all manufactures. Letert divergement has information available to all manu-facturers. Latest advancement has been worked on developing a tri-color tube with a glass envelope, which is among new features to be displayed at the symposium. All RCA licensees have been invited.

From the Production Centres

Jack Dooley, WGAR night news editor, got renewal of Second Federal Saving & Loan 11 p. m. cross-the-board show . . . Chuck Bang and Bill Gannon opened seven-week broadcast of Painsville Raceway for WERE . Johnny Andrews and wife, Betti, flying into Manhautan for disk session and to prepare for upcoming Vogue Room show, while to reopen modeling and acting accounts . . . NBC producers Bud Ford and Mort Fleischman making New York visit.

SAN FRANCISCO . .

Scripter Robert Lee here to confer with composer Rudolf Frimt on "The Frim! Story" for Railroad Hour's 250th broadcast . . "Queen. For a Day" show to visit Sonoma County Fair in Santa Rosa next month . Rod McKuen, former "Lonesome Boy" on KROW, Oakland, joined the army . Two new KNBC shows: "Breakfast with Bud Heyde" and Ira Blue's "Vaudeville Show" . . Jack Wayne and the Wranglers added live tunefests to KLX's Cactus Jack show . John Milburn joined KSFO sales staff . . . Betty Stengel subs for vacationing KCBS's Jane Todd show and KRON's "Exclusively Yours."

IN PHILADELPHIA . . .

WFIL's "Within Our Gates" opens summer series with the recorded story of Woodrow Wilson's efforts for peace through international cooperation. John Carradine will portray Wilson. . A new live science-fiction program slanted for the youngsters, entitled "Atom Squad," debuted Monday on local station WPTZ. It will be fed to the entire NBC-TV network . . Shirley Milgrim, formerly of Syracuse U.'s Drama Department, is now scripting for CBS' "Action in the Afternoon." Outdoor show originates at WCAU-TV. . . Gene Crame and his wife originated another husband and wife program Monday morning on WCAU-TV. Program will be tagged "Mister & Missus."

Nebody Happy

Continued from page 23

tune's giving the nod to Columbia on the championing of UHF, whereas it's NBC contention that the reverse is the truth with CBS failing to lift its voice or make one move to indicate its favoring of the upper high frequencies.

One of the perplexing aspects of the Fortune "study" is the failure to make a single mention of Arthur Godfrey, particularly in tune's giving the nod to Columbia

ure to make a single mention of Arthur Godfrey, particularly in view of the fact that single-hand-edly Godfrey accounts for such a large chunk of the annual gross billings overall ratings.

Chi Originations

Continued from page 23

the construction of new facilities ("which we will not call Television City"). Two of the proposed locations are empty lots, and the third has a building which could be converted easily.

Although Atlass wouldn't divulge the locations, it's known he personally would prefer building in the suburbs. This, however, is impractical because of transportation difficulties for employees and performers. Probably WBBM-TV will locate on Chi's near north side, within convenient distance from the majority, of the city's other radio, and TV outlets.

On Sunday (5), WBBM-TV switched from channel 4 to channel 2, and power is gradually being upped to 100 kw.

'Come on In'

Continued from page 31 =

vaunted by the webs as representing the "true to life" school of entertainment. Both CBS and NBC, for example, claim to have new westerns of the "High Noon" type, which disdain posses galloping thataway for psychological insight. CBS-Radio's claim to "adult drama" is "Gun Smoke," directed by Norman McDonnell, while NBE lays the same claim on its Jimmy

drama" is "Gun Smoke," directed by Norman McDonnell, while NBC lays the same claim on its Jimmy Stewart starrer, "Six Shooter," produced by Jack Johnston, which will make its Sunday preem on the web in early September.

The "Dragnet" type of authentic type is claimed by several new shows, the major one being "Confession," which preemed on NBC last Sunday (5) as a summer pinch-hitter for radio "Dragnet." The new Frank Cooper package, produced and directed by Homer Canfield, also draws on frue stories from the L. A. police files.

On CBS, true cases of the N. Y. gendarmes will be ransacked to give valid flavor to "21st Precinct," scripted by Stanley Niss, which premed yesterday (Tues.) and CBS also tries for true-fact experience in its "Crime Classics," show which bowed June 15.

Mutual, on its "Deadline" show which has its preem today (Wed.), claims it has scrapped the phony "stopa-be-press and blood-and-thunder stuff cliches usually associated with shows, about reporters, Instead, the program, produced,

and directed by Jerry McGill, will take actual cases of reporters, and show how the newshawks work conscientiously on their beats. CBS toppers say they will be attempting to recreate a similar "naturalistic flavor in its new country journalist series starring ex-publisher Will Rogers, Jr., "Rogers of the Gatta" which presented with the constant of the Case of the Rogers, Jr., "Rogers of the Gazette," which preems today (Wed.).

Kook's Port O' Vox

Continued from page 25

most of the TV networks, and to most of the TV networks, and to Paramount Pictures on the Coast, believes his device is adaptable to all elements of show biz, plus the lecture circuit, school, talks and factory communications.

factory communications.

"It's particularly tailor-made for TV," he says. "On audience participation shows, it prevents the participants from being scared off by a conventional mike, thus losing spontaneity. For drama shows, it eliminates boom shadows on the faces and scenery, gives the cameramen more freedom with long-shots.

shots.

The tiny mike of the Port O' Vox is hooked up to a two-pound Battery tuner, which tucks into a male performer's back-pocket or can be slipped under a woman's dress. In outdoor shows, a performer can move at least 500 feet, and in indoor shows at least 300 feet, from a 20-pound electronic machine, where a man with earphones controls transmission. Kook has just developed also a lighter three-qualdeveloped also a lighter three-quarter-pound funer, and believes it can be made even smaller than

that.

He said that Century Lighting originally started perfecting the lighting in 1941, so that singers and He said that Century Lighting originally started perfecting the device in 1941, so that singers and dancers in legit musicals could be heard by the audience, even though the performers were distant from the complicated wiring meshed about the footlights. "Port O' Vox can't be copyrighted,"he says, "but I say that with a twinkle in my eye. A Hollywood outfit has tried to have its device passed by the FCC's tough inspection, just as we finally did on Dec. 19, 1952, but so far it's been no soap for them."

ABC-TV's Twin Cities Tie

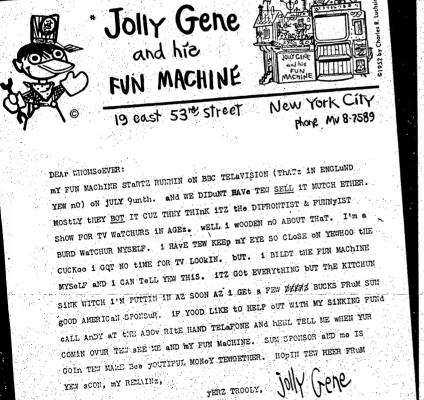
ABC-IV's Twin Cities lie
Twin Cities' new share-time
television outlet, WTCN-TV, Minneapolis, and WMIN-TV, St. Paul,
operating Channel 11, will affiliate
with ABC-TV on or about Sept. 1.
ABC-TV affiliates now total 126,
with the share-time operation
figured as two separate affiliates.

OPTICAL EFFECTS For KLING STUDIOS, Chicago

RAY MERCER & CO. 4241 Normal Ave., H'wood 29, Cal. Send for Free Optical Effects Chart

GAE FOSTER

Circle-7-3900 or Circle 7-1348



my managers are: CHARLES R. ANDREWS AFFILIATES, INC.

PSt: PLEEZe axcuze the HARd REEDIN. THIS IZ CUCKOO SPELLIN

YEWIIOO tHE CUCKOO TAUT mE.



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- Rouge
- 2. Ruby
- 3. April in Portugal
- 4 I Believe
- 1. Song from Moulin 5. I'm Walking Behind You
 - 6. Say You're Mine Again
 - 7 No Other Love

Look for this listing every week. We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network

Television Reviews

SPACE FUNNIES With Stan Sawyer Producer: Dan Gallagher Director: Charles Hinds 6) Mins.; Sun., 12 (noon)

60 Mins.; Sun. 12 (noon)
Sustaining
WCBS-TV, N. Y.
Designed for moppet consumption, "Space Funnies" should
please viewers in that category.
Entertainment value for the
younger set is derived mainly from
the integration into the proceedings of cartoons and a Laurel &
Hardy comedy. Title ties in with
an imaginary trip through space
taken abourd a rocket ship piloted
by Stan Sawyer in the guise of
Capitain Jet.

Preem show Sunday (5) opened

Capitain Jet.

Preem show, Sunday (5), opened with Sawyer and a kid assistant (a different juve is used each week), inside the space ship and about to take off an a trip to Mars. Cartoons and the L&H comedy, all onlin, were brought into the picture while the rocket was supposed zooming towards Mars. Program's format calls for a different planet to be visited each week.

Sawyer wearing full visitic garlly.

to be visited each week.

Sawyer, wearing futuristic garb, feeds the kids a line of patter designed to stimulate their imagination. His gab is geared strictly along juve lines. Ther also pitches a club membership glumnick to heighten juve Interest. Animated cartoons offered, though not especially strong, were adequate attention holders. The L&H clip was fair. A few tricks were used to give the rocket ship occasional motion and to give the kids the illusion of travelling through space.

Jess.

BROADWAY TIME
With Dorris Carr. Ardeen De
Camp. Jack Washburn, Stan
Wilson, Jimmy Dlamond, Russ
Coglin, Freddie Jorgensen.
Producer: Jay Grill
Director: Jim Baker
30 Mins., Thurs., 10:30 p.m.
BROADWAY SQUARE AUTOMOTIVE CENTER.
KGO-TV. San Francisco
(Byrne-Grill)
Most impressive musical to hit
the Bay Area since the Freddy.
Martin days. Sharp showmanship



ALL STAR REVUE Saturdays, 8-9 P.M., EDST

however, Mrs. Byrne became too academic and the program suffered a momentary sag.

A sewing instruction, in which mail-in requests are featured, provided an additional close tie-in with the home audience. Participation spots are deftly woven into the script. Camera crew under Cecil Bidlack did an excellent job. Set by Ken Wendorff adds to atmosphere of good viewing. Mark. and imaginative production make it an easy flowing eye-stopper.

Twelve musicians, handpicked from local station and symphony orchs, blend together like butter and honey, Most double on strings and brasses—lending Breadth to the clef department. Solid talent lineup receives smart showcasing from producer Jay Grill. Cast includes Ardeen De Camp, doubling on voice and violin; Jack Washburn, handsome young baritone; clever calypso singer Stan Wilson; and Jimmy Diamond, one of the best ivory ticklers hereabouts.

Premiere (25) featured four production numbers. Ardeen offered a rich violin interpretation of "Will-o-the-Wisp." vocalized "Romance" Washburn socked a solid "Tell Me You're Mine" and "April in Portugal." Stan Wilson raced the heart beat with a guitar-vocal rendition of "Bing Crosby Polka" and "Cry of the Wild Goose." Jimmy Desmond's 88's spelled a hot "Mombo Jambo."

Only two wrinkles detract from show's neat appearance. Lovely Dorris Carr, signed as femcee, suffered from an overdose of inactivity. Except for memorization of a few intro lines, her roll was negligible. Second wrinkle was the ragged comedy relief from Russ Coglin and Fred Jorgensen. Their cornball jokes and flippant commercials threw an offbeat curve to an otherwise smooth production pattern.

Director Jim Baker and technical serve deserved kudose, for com-

pattern

Director Jim Baker and techni-cal crew deserve kudoes for com-petent lensing. If future presen-tations are in tune with initialer, show should attract handsome share of dialers. Tone,

STAIRWAY TO STARS
With Bud Abbott, Mary Snow,
Johnny Shrader
Producer-Director: Dixon Lovvorn
30 Mins, Fri., 9:30 p.m.
BRIDGE CITY STORES
WIAS-TV, Louisville
New entry in the local live show

WHAS-TV. Louisville
New entry in the local live show lineup is conducted by man and wife team. Bud Abbott and Mary Snow. Abbott has an early combo disk jockey-live talent show on WHAS radio, while his spouse Mary Snow has her own TV show "Small Talk," which is slanted to the femme audience.

to the femme audience.

On the spot televising of this show originated in a large warehouse, nowly-converted to a self-service department store. It's located on the Jeffersonville, Ind., side of the Municipal Bridge, which connects Indiana and Kentucky. Both give out with the sales pitch, featuring refrigerators, alr-conditioners, and items in the heavygoods category. Their sales talks are sincere, and authoritative.

Talent-wise, this is just another

are sincere, and authoritative.

Talent-wise, this is just another amateur talent show. Winner of each show will be eligible to compete against other winners after a number of weeks series, for an all-expense trip to Panama Clity. Florida, via I. & N. R. R. Evident that railroad is providing transportation in return for the plug. Acts consisted of a male vocalist, with some pro experience a tuxedoclad moppet of about six-years age, who sang and danced; a girl vocalist, and a Kadoodlchoppers type of orch from Indiana. Winner by unnamed judges was the girl vocalist.

Initial telecast had difficulty getting on the air, a power failure

MEEKER New York . Chicago . Los Angeles . Sen francisco

minutes. In spite of this, Abbott and Snow acquitted themselves like vets, Miss Snow in particular projecting her warm personality to better effect than she does on her own studio show. "Stairway to Stars" impresses as a welcome addition to the local TV live show group.

VARIETY

TALENT SHOW ROOM

TALENT SHOW ROOM
With Jim Conway, guests
Producer: Mike Murphy
Director: Joe Byrne
60 Mins: Sun., 10:30 a.m.
NORTHWEST SIDE, ARKOW
MOTORS
WBBM-TV. Chicago
(Sander Rodicin)
"Talent Show Room." publicized
to "discover new talent that will
help revitalize show business in
Chicago," and pledged to short
commercials, turns out to be a
thinly disguised amateur hour that
is woefully: long on commercials
and pitifully short on talent.
Talent, by chance, if not by de-

and pittituity snort on talent.

Talent, by chance, if not by design, was limited to kid amateurs ranging in age from five to 18 and included the usual crop of singers, a tap dancer, a violinpiano duo and an embryonic magician.

piano duo and an embryonic magician.

Jim Conway, making his teevee debut, deserves a better showcase to display his stock in trade, which is smooth delivery and excellent stage presence, than this unhappy assignment that had him spieling lengthy commercials that employed every cliche in the car salesman's book. (Each car described was 'clean throughout," most were 'good transportation, one owner, clean used cars.")

In its present format "Show Room" can hope for nothing more than to run a poor second to a program it closely duplicates, the vet "Morris B, Sachs' Amateur Hour" now in its 19th radio and fourth TV year. The only distinguishing feature of this latest entry into the amateur talent field is a switch in method of picking a winner, i.e. judges' decision in place of audience choice.

Three More Educ'l **TV Stations Seen** By Summer's End

Washington, July, 7.
National Citizens Committee on Educational TV predicted yesterday (Mon.) that three more educational stations, all on the West Coast, will be on air by the end of the summer. the summer.

Committee, a Ford Foundation organization, reported that KUSC (U. of Southern Calif.) in L. A. is putting the finishing touches on its microwave relay and will start test pattern next week. It will be first UHF outlet in L. A.

Non-commercial stations in San Francisco and Scattle will be on the air within 60 days after issuance of construction permits, which are expected shortly, the committee said. Both of these stations, which will operate on VHF channels, have money studios and transmitters on hand.

Bay area Educational TV Assa, which filed for Frisco station, has already negotiated leases for use of studios and equipment for operation. Seattle station, which she will be successful to the studios and equipment for operation. Seattle station, which was given \$182,000 worth of equipment by Mrs. A. Scott Bullitt, owner of KING-TV, and is also recipient of a Ford grant, is waiting only for its permit to get into operation.

Inside Stuff—Radio

NBC has decided to be generous about entrance rules for its contest involving the series of ads it running in trade and consumer publications this summer. Ads cover the 12 reasons why NBC is the "top network," and contest winner is the person who guesses those 12

NBC is permitting CBS personnel to enter.

ABC Radio has signed with Freedoms Foundation to air a Sunday night documentary-styled series on America's freedoms. Series, as yet untitled, will go into the 9:30 p. m. slot starting July 26, with the first program, dealing with the Chinese in America, titled "Chinaman's Chance."

ABC will produce the show with the Foundation

ABC will produce the show, with the Foundation providing research and case histories. Web is peddling show to sponsors.

There are a lot of startled expressions on the faces of Harlem resi

There are a lot of startled expressions on the faces of Harlem residents who have run across a group of Negro youngsters wearing jackets with the name "Noviks" emblazoned across the back. The "Noviks" the kids explain, is a social-athletic club.

Just where they got the name remains a mystery, but staffers at WLIB, N. Y., which has Harlem studios in the Hotel Theresa and which airs a large block of Negro programming, is inclined to believe the club is named after general manager Harry Novik. They figure the kids must have wandered into the Theresa studios, seen the name, and become intrigued with it.

WNYC, N. Y's municipal station, will air most of the discussion program of the Fifth Annual Conference on American Foreign Policy, scheduled for July 11 to 16 at Colgate U. Among the speakers station will pick up will be Harold Stassen, Mutual Security Director, Sen. Mike Monroney (D-O.). Sen. John Sparkman (D.-Ala). Ferenc Nay, former Hungarian Prime Minister, and a group of foreign legatees participating in the conference.

Representatives of 30 nations will be heard on WNYC's coverage, which is scheduled for 15 hours during the seven-day meeting. Past WNYC broadcasts have been aired by the Voice of America.

Joe Smith, the WARD, Johnstown, Pa., disk jockey, has himself a real deal these sweltering mid-summer days. Smith does his daily platter-spinning direct from the nearby Ligonier Beach, dressed in bathing trunks and with a beach umbrella over him. Every so often, he gets one of the local "beachcombers" to pinch-hit for him at the mike to take a dip himself in the pool. It's been a good stunt and a lot of publicity as a result has come to the WARD deejay.

GALLERY'S CAMPUS **SWING ON TV GRID**

Tom Gallery, NBC-TV's sports director, left last weekend on campus-to-campus swing of all the campus-to-campus swing of all the universities and colleges whose grid teams have been lined up for the NCAA-incepted Saturday telecasts. General Motors is sponsoring the 11-game series (plus two "panorama games" in which four monitors will be alerted to highlights of eight games on two successive Saturdays). GM tab is \$3,500,000.

Gallery's decision to get an early summer start in ticing together all the details stems from the fact that last season the late timing of negotiations cued some hectic negotiations cued some hectic periods of uncertainties and 11th-hour decisions.

DuM Axes Rookie Cop

Dumon network has cancelled "Jimmy Hughes, Rookie Cop," half-hour police series which has been on the web only nine weeks. Program had recently undergone cast changes, Conrad Janis having replaced William Redfield as the lead.

replaced William Redfield as the lead.

Web has moved the service show, "Guide Right," into the Friday, 8:30 p. m., time to replace the Stark-Layton package. Web is retaining "Hughes" kinnies to peddle to sponsors, since original deal called for eight weeks with options to renew. If and when a sale on the show is made, DuMont will put it back on the air, but meanwhile doesn't want to foot the bill on a sustaining basis,

MINNEAPOLIS . ST. PAUL

Notre Dame's TV Quest Rapped by Rival Bidder As Violating Charter

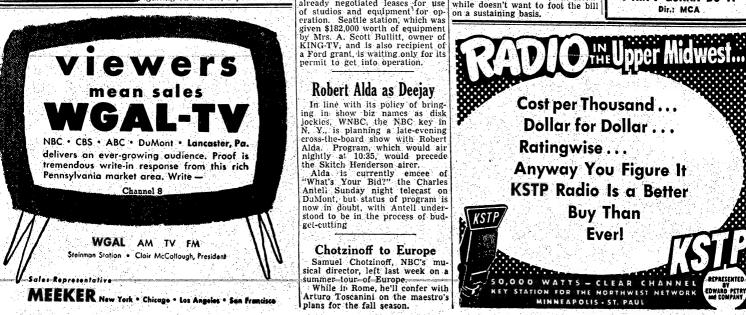
Washington, July 7.
U. of Notre Dame, which has filed for a commercial channel in South Bend, is charged with violating terms of its state charter of

lating terms of its state charter of incorporation in a petition filed by a rival applicant.

The competing applicant, radio station WHOT, charges that in organizing a subsidiary corporation, Michiana Telecasting Corp., to apply for channel, Notre Dame went contrary to a state act which incorporated the university as a non-profit corporation. corporation.



Eileen BARTON Latest Coral Release "TOYS" "I AIN'T GONNA DO IT"



PROCKTER TELEVISION ENTERPRISES, INC.

Owners-Producers

THE BIG STORY
TREASURY MEN IN ACTION
THE MAN BEHIND THE BADGE
ANYONE CAN WIN
SHORT STORY DRAMAS
QUICK AS A FLASH

In Production

HICKORY HILL
Starring WALTER BRENNAN
26 half hour films
(Screening print now available)

INTERNATIONAL POLICE

26 half hour films (Screening prints available August 1)

Distributors (PSI-TV Inc.)

ORIENT EXPRESS
CHINA SMITH
PLAY OF THE WEEK
INTERNATIONAL PLAYHOUSE
AMERICAN SPORTS
WHAT DO YOU KNOW
FEATURES

In Production

READER'S DIGEST

26 half hour films
CHESTER ERSKINE, Producer
(Screening prints available August 15)

GRAND HOTEL

26 half hour films

JOHN NASHT, Producer

(Screening prints available October 15)

Executive Offices

221 West 57th St., New York
JUdson 6-6800

Chicago: 360 N. Michigan Ave.

Beverly Hills: 218 N. Canon Drive CRestview 4-5204

— FILM PRODUCTION — RKO-Pathe Studios, Culver City

Jocks, Jukes and Disks

By HERM SCHOENFELD.

Margaret Whiting-Jimmy Wakely: "My Heart Knows"-"WhenLove Goes Wrong" (Capitol). "My
Heart Knows" is a neat ballad
with an arresting beat that could
be a standout for the WhitingWakely tandem. They handle it
simply and this side shapes up as
double entry in the country and
pop hit lists. The original version
by Dotti Dunn and Will Harvey for
the Indie BBS label is also flavorsome and will garner a big share
of the spins. On the Capitol flip:
"When Love Goes Wrong" is a fair
rhythm ballad from the 20th-Fox

Best Bets

MARGARET WHITING-JIMMY WAKELY MY HEART KNOWS
Capitol When Love Goes Wrong
MINDY CARSON HONEY-DARLIN'
Columbia Free Home Demonstration

pic. "Gentlemen Prefer Blondes."
Mindy Carson: "Honey-Darlin'"
"Free Home Demonstration" (Columbia: Mindy Carson is still looking for that big disclick and she could turn up with a topseller on "Honey-Darlin'" still a not her number by Bob Merrill in collaboration with Jay Livingston. It's aprightly side spiced by a penny-whistle accompaniment. Miss Carson also gives a 'socko treatment on that pseudo-hillbilly entry. "Free Home Demonstration," Jimmy Carroll supplying firstrate backgrounds.

Wie Damone: "Simonetta"—"Eternally" (Mercury). A coupling of

backgrounds.

Vie Damone: "Simonetta"-"Eternally" (Mercury). A coupling of ace malerial for Vie Damone. "Simonetta"-is a big ballad that gets a solid commercial ride by Vie Damone. Filip is the lyric version to the "Limelight" theme and though tastefully done, it's doubtful whether it takes the play away from the instrumental silees of this lovely melody.

Betty Hutton: "No Matter How You Say Goodbye'." Goin' Steady' (Capitol). These sides attempt to switch from usual frantic typecasting of Betty Hutton on wax, but the material fails to come off. "Goodbye' is a "crying" ballad not projected with much genuine feeling. Reverse is a rhythm tune more suited to the Hutton piping style but it's a routine entry despite the solid vocal.

Rusty Draper: "Lighthouse"-"I Love To Jump" (Mercury). Rusty Draper has considerable talent as a ballader but unfortunately he's developed a style that's virtually a carbon of Frankle Laine's. Even his type of material is the same which compounds the identity. "Lighthouse," a dramatic song, is a typical example of the similarity. Flip is more original and Draper gives it a good ride.

Tommy Dorsey Orch: "One Kiss"-The Most Beautiful Girl In The World" (Decca). These are two of the best sides turned out by Tommy Dorsey in the past couple of years. Both standards are given polished, fresh arrangements with T.D. supplying some firstrate trombone solos. Smooth scat vocalling by a choral ensemble lends color for the jock and juke spins.

Gisele MacKenzie-Helen O'Connell: "When The Hands Of The Clock Pray At Midnight"-"Give Me The Name, Age, Helght and Size" (Capitol, "Hands of the Clock" is a firstrate new ballad entry which has been getting a stack of wax versions. This duet is another neat slice which will give this tune lungetus. Cindy Lord also has a fine etching for M-G-M. Records. On the Capitol flip, the MacKenzie-Pilythm Item with plenty of verve. This could be a big juke number. The Melachrino Strings: "The Sword and The Rose"-Shadows" (Victor). The pic theme cycle is currently rol

Le Roy Holmes Orch: "The Pres-ident's Lady"-"Habanera" (M-G-



and his
CHAMPAGNE MUSIC
98th Consecutive Week, Aragon
Ballroom, Santa Monica, Calif.
Exclusively for Coral Records

Backed by HALLELUIAH BROTHER

RCA Victor package of standards.

Jo Ann Tolley impresses on
"I'll Go On Loving You" (M-G-M).

Charlie Ferguson has an in-

. Charlie Ferguson has an in-teresting rhythm & blues side in "Hard Times" (Apollo) . . . Irving Fields has an okay instrumental in "Key West Rhumba" (King) . . . Bob Eberly has little impact on "Cryin" My Heart To Sleep" (Capitol)

Longhair Disk Reviews

Album Review

Fred Astaire-Nanette Fabray-Jack Buchanan: "The Band Wagon" (M.G-M). The soundtrack from the M-G-M filmusical version of "The Band Wagon" has been packaged into a sock album by M-G-M. The Howard Dietz-Arthur Schwartz score includes several beautiful standards and Fred Astaire is in top form with his casual piping style. Astaire solos on "Be Mysel" and "A Shine on Your Toes," and joins with Jack Buchanan and Nanette Fabray on the clever "Triplets." Miss Fabray clicks sinarity on "Louisiana Hayride" while India Adams registers strongly on "New Sun. In The Sky." A big slice of this set is allocated to "The Girl Hunt Ballet," a musical takeoff on "private eyes." Astaire haddes the narration lightly and this comedy piece lends an offbeat note to this filmusical set. Adolph Deutsch batons the studio orch and chorus in ace Hollywood fashion.

Platter Pointers

Norman Granz adds a quartet of topflight jazz sets to his catalog with sax packages by Lester Young, Illinois Jacquet. Filp Phillips and Johnny Hodges on the Mercury label. Another svelte instrumental set by Mantovani on a fock of tangos has been released by London . Eddie Fisher clicks as usual with his open-voiced attack on "Irving Rerlin Favorites." an of "Irving Rerlin Favorites." an warded artists.

Longhair Usk Keviews

Ravel: Quartet in F and Debussy: Quartet in G Minor (Columbia; 54.55, 50.1) quartet in G Minor (Columbia, wrote makes a fine, congenial coupling. The Debussy is exotic mad graceful; the Ravel strong, congulate output for the Ravel strong, congulate on the graceful; the Ravel strong, congulate in G Minor (Columbia, between water in G Minor (Columbia, business a fine, congenial coupling. The Debussy is exotic mad graceful; the Ravel strong, congulate of the makes a fine, congenial coupling. The Debussy is exotic mad graceful; the Ravel strong, congulate of the makes a fine, congenial coupling. The Debussy is exotic mad graceful; the Ravel Strong, congulate in G Minor (Columbia, the Palate in G Minor (Columbia, the Philharmonia u

So He Dons His Space Suit And Takes Off on 1993's Song Clicks

New York.

Editor, VARIETY:
This is a request to ramble in space—yours and outer—for a few realistic thoughts and a little speculation about the strange musle world of, say, 1993.

It's bad enough now, but pity the poor publisher a mere 40 years hence! At the moment the struggle is so intense that the publisher's main interest is taken up with tonight's plugs and tomorrow's recordings. This is regrettable because if he had time to spare for an anxious peek into the future it might occur to him that the problems of 1993 will be multiples and complications of what they are to-day.

lems of 1993 will be multiples and complications of what they are today.

The reason is clear. The musical director, the disk jockey or the a&r man of 1993, or whoever will have taken their place by then, will have a vastly greater repertoire of music from which to select items for his program or releases. And here's the snag: they will be mostly in the public domain. Also, as he will be working for a radio or TV or some sort of ultrasonic network, it will be to the advantage and profit of his employers if he makes up his lists from p.d. sources and these sources by then will embrace most of the current fee-earning works, including such composers: as Victor Herbert, Sousa and other greats, much of George Gershwin, Vincent Youmans and Jerome Kern, as well as many works of Cole Porter and Richard Rodgers.

These, together with the classic

Richard Rodgers.

These, together with the classic European favorites from Beethoven and Chopin to Strauss and Lehar and the vast field of p.d. music, will constitute a formidable opposition and the task of the publisher will be to get his 1993 plug tunes played in face of this competition. One wonders if he will have a chance against such a lineup. (Thought for today: If you have songs to write—write them now!)

It is possible that the authlisher.

nave soings to write—write them now!)

It is possible that the publisher of the future may hope to counteract this by revenue from performing rights in Europe and other territories where there is fuller copyright protection, but not every catalog contains the necessary long-lived standards to produce income from foreign fees, so it will be on his own U. S. territory that he will have to rely. The remedy for this problem is already known—a revision of the U. S. Copyright Act to bring American copyright protection up to the level of the greater part of the civilized world, namely cover "for the life of the writer and 50 years thereafter."

Of course, it may be that the

Of course, it may be that the publishers and copyright owners are not worrying. The recent foraging expedition to Japan under command of the able Abeles (Julian T.) has opened up a new

source of revenue and when this starts to come in, along with the possibility of other similar deals, the resulting income will help to make up deficits in the home account.

'Space on My Hands'

"Space on My Hands'
On the other hand, it may be that the publishers are smarter than we think and are already envisaging that by 1993 the Rocket Age will have set them singing "Space on My Hands" and will produce new extraterrestrial rights from such things as space-beaming of transcriptions, inter-stellar transmissions and rights for fresh copyright territories such as the Moon, Alpha Centaurus and the Nearer Planets and even points in Outer Space from which royalties may be wrested by a future and even more fabulous space-abeles. I submit, however, that in spite of submit, however, that in spite of tremendous progress in inter-planetary prospects, such cannot be counted on for revenue just yet.

be counted on for revenue just yet.

Also in the early contacts with
the space-races or the humanoid
publishers of other worlds, there
will undoubtedly be many conflictions, possibly even less copyright
protection and maybe more difficult ake men armed with awe
inspiring and unimagined negatives—some even may use the Parallyzer-ray! alyzer-ray!

tives—some even may use the Paralyzer-ray!

Inter-planetary publishing will certainly have a multitude of undreamt-of problems. Apart from having to cope with a spate of Earth titles such as (Jim Walsh, please note!) "My Calactic Sweetheart," "One Night on Neptune."

"Moon Man I Love You," "You Look So Cute in Your New Space. Suit," or "Wave Your Antenna As You Say Goodbye," and their versions in other speech forms, there will also be such space imports as Other - World Thing - publishers beam their plugs onto Earth and our own space boys will be singing. "She's the Cutest Little Plutist," or snatches of songs picked up from the green-haired Moonwomen, or the duck-footed half-dragon gals of Mercury, or the humming bird-lovelies of Venus, such as "I'm in Love With An Earth Man," or "Only a Light-Year Ago" ("No. 1 on Mars, old boy"),

Some of the other Worlds may be in a different fime-universe

Earth Man," or "Only a Light-Year Ago" ("No. 1 on Mars, old boy").

Some of the other Worlds may be in a different time-universe, making it possible for a song to be copyrighted on Uranus 100 years, before it is written on Earth! Also there will be problems of release dates in the different planetary systems where time is measured not in years, but probably in sidereal periods. There will be strange ultra-electronic systems of musical reproduction, different forms of notation, information re spaceship routes for shipping orders, printing of coples on anti-Uranium magnesium-foil, contactmen's expenses on Moon trips, not to mention competition from space-oldies written light-years ago and just reaching this universe. Nashville, Tenn., instead of keeping an eye on "Brill-Billies," will have "Spacies" to contend with—the possibilities are really endless. So the publisher of the future may well look back and sigh for the good old times of 1953 and the happy days of a&r men who merely said "No!" In the words of Bob Merrill, "Tell Us Where the Good Times Are?" the answer is surely, "Here and Now—if you fix up that copyright extension!"

Jimmy Kennedy.

Jimmy Kennedy.
P.S.—All rights reserved in titles of space songs mentioned.

Billy May to Set New Booking Sked in Fall

Currently booked solid on a summer one-niter trek, Billy May plans to set up a new booking pattern after a six-week vacation layoff beginning in September. During the hiatus May will settle his management difficulties with Carlos Gastel and formulate plans for location and one niter dates for the winter

May's decision follows on the heels of Ratph Flanagan's plans to vacation-for-six-weeks-beginning-in September, to blueprint a new booking policy, Both outfits are booked through General Artists Corp.

MRIETY 10 Best Sellers on Coin-Machines

	9	SONG EDOM MOTITAL BOSTON	Eddie Fisher
	~	SONG FROM MOULIN ROUGE (9) APRIL IN PORTUGAL (0)	Percy Faith Columbia
	4.	RUBY (8)	Les Bullet Capitol
	5.	RUBY (8) VAYA CON DIOS (2)	Richard Hayman Mercury
	٠.	ANNA (3)	Sulvana Managna M.C.M.
	7.	OII: (1) SAY YOU'RE MINE AGAIN (9)	Des Wes Tr
٠,	8.	SAY YOU'RE MINE AGAIN (9)	ree wee Hunt Capitol
	9.	SAY YOU'RE MINE AGAIN (9) ALLEZ-VOUS EN (1)	Perry Como
٠.	ı h	ALLEZ-VOUS-EN (1) GAMBLER'S GUITAR (1)	Kay Starr Capital
÷		GAMBLER'S GUITAR (1)	Rustn Draner Maneum
	. 14	어머니들의 그리 일당이 아버지를 위한 중요 그리 주관을 내려 전혀된	wholy practice intercuty
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DOWN BY THE RIVER SIDE	_ //
MALE A PROPORTOR	Four
CRAZY, MAN, CRAZY	rrea
AND A CHEMIN HEART	
THE NEARNESS OF YOU	DAL
- AND THE BOOK IN THE STATE OF	noo: Nat
	Trud

٠.	Nat (King) Cole	Capitol
Ġ	Frank Chacksfield	London
٠.,	Ames Bros.	Victor
	Frankie Laine	Columbia
	Paul-Ford	Capitol
	Four Lads	Columbia
	Kay Starr	Capitol
	Freddy Martin	Victor
4	Bill Haley	Feepr
201	Joni James	M.C.M
State State	Bob Manning	Earlied
	Nat (King) Cole	Capitol
	Trudy Richards	Darly

PUBS SIZZLE IN SUMMER BIZ FIZ

Band Business May Come and Go But Society Orchs Go On Forever

the disk biz, society orchs are continuing to ride high. Most of them have built solid reps over the years playing the same hotel chains and chic cafe circuits and don't have to rely on shellate popularity for bookings or prices. They steadily nab about 45 weeks work a year at fees that range from \$1.650 to \$2,750 per week. With the layoff coming only during the summer weeks when most of the hotel rooms shutter and the cafes lang out the "gone fishing" sign. the society orch biz has developed into a steady and comparatively lucrative field. have built solid reps over the

Ups and downs of the overall Ups and downs of the overall hand hiz has had no noticeable effect on the society crews. Since their following is mainly adult and generally well-heeled, pop band problems of juve terp whims and rising admission prices don't have to be met. Additional orch expenses of getting up arrangements, and rehearsing the flood of new pop tunes that hit the market seldom hit the society orchster since standard tunes are the backbone of his repertoire. As one society orchster put it—"All I need is book full of Rodgers & Hammerstein arrangements and I can satisfy everybody."

Of the current pop tune output,

isty everybody."

Of the current pop tune output, the orchisters agree that for the most part the songs are difficult to set to dance tempo. Some of the society leaders have found an out to meet occasional requests for the new pops by setting them to mambo or rhumba tempos. "Don't Let The Stars Get In Your Eyes," for example, has become a popular Latino item with the majority of the society crews.

the society crews.

Society orching virtually has bepull to the top is slow in engagements and bookings. Unlike the
pop band or vocalist field, they are
no overnight smashes. The pull is
hard and long and the hotel and
cafe ops prefer to stick to the
tried and tested vet names. Heading the list are such society outfits
as Emil Coleman, Dick La Salle,
Al Donahue, Ted Straeter and
Abbey Albert. The orchs seldom
compete with each other since

Freelance Bandleaders Burn Over No-Royalty Deals on Disk Albums

Peals on DISK Albums
Freelancing orch leaders are
burning over the practice of some
disk companies to hire them on
straight scale deals with no royalty
provisions. The bandleaders have
found the album assignments to be
money-losing propositions for
them. Working the session for
scale doesn't cover the hefty arlangement cost and since the leader doesn't come in for a share of
the albums sold, he never gets a
chance to make up the loss.

The bandleaders are eager to

The bandleaders are eager to latch on to the one-shot album deals, despite the initial financial loss, so they can get on wax. They figure that the albums will help build their reps via the deejay route. These sets, moreover, have been steady over-the-counter sellers.

Many orchsters are also burning at the diskeries because of unkept promises to wax them on singles after the album has hit the market. Orchesters, who've fulfilled their album obligations as long as a year ago, are still waiting for the diskery to call a session for a single platter release.

Carl Reinschild, a senior account esse for Columbia Records, tran-scription division, named radio-TV fonsultant to the General Council of the Presbyterian Church.

Wax On the Rocks

M.G.-M. Records is getting to be known in the trade as the "hot weather company." For the past couple of summers diskery has cut tunes with beverage-maker tieins. During current hot spell M.G.-M. is working with Canada During to the pulie Letter's Quipage and the couple of the coup da Dry to plug latter's Quinac via the Shep Fields platter "Keep Cool (Gm & Quinac)."

In previous summers disk-ery has come up with liquid titled platters as "Serenade to a Lemonade" and "Rum & Soda." "Keep Cool" is by Phil Moore.

Major Diskeries In Big Play For **Rhythm & Blues**

capture this lucrative market. Except for Capitol Records, all the other top diskers are making a renewed bid for the r&b buyers in the same way that they once moved into the hillbilly field.

Decca Records, after a couple of years of being dormant in this specialized area, is the latest of the majors to pitch up a r&b line. Under the direction of Paul Cohen. Decca is building its r&b talent roster and teed off this week with a package of five r&b disks. Hereafter, Decca will be releasing such platters regularly.

Columbia Records set the pat-

Columbia Records set the pat-tern a couple of years ago with the reactivation of its Okeh label, under Danny Kessler, for the re-relesses. Okeh since branched out into peps but, under a new plan, this label will again concentrate excusively in the blues market.

exclusively in the blues market.

Victor has had an extensive r&b artists roster for the last several years and is also hypoing its activity in this field with the new Camden label which will issue r&b dicks along with longhair, pops and country & western sides.

The indies moved into the r&b market right after the last war when the majors had their hands full filling orders for their pops. With the easing of the peak business, the majors have begun to show more interest in the r&b field again.

BAND BIZ PERKS, MCA REVAMPS COAST SETUP

Upbeat in band biz on the Coast and a brightened outlook for the future has led Music Corp. of America to reshuffle its one-nightened department here. Bob Willding, who has been booking one-nightened to the count of Dallas for some time, was brought in to head the one-nightened department here. Herb Groanour will replace Willding in Dallas.

will replace Willding in Dallas.

Agency now is lining up late summer dates for both Jerry Gray summer dates for both Jerry Gray and Tex Beneke, who cross the Rockies this month. Gray is set for a four-week date at the Palladium, opening July 21.

Reshuffle in Chi

Reshuffle in Chi
Chicago, July 7.
Top personnel of the small unit department at Chi's offices resigned last Friday (3). Dick Stevens to go into retirement, having served some 15 years with the organization, and Helen Kallman to accept another position.

Augie Morin, of the Minneapolis office, has succeeded Stevens as department head.

RATES ON OLDIES

publishing industry an additional summer burn via demands for rates on royalties. Already smarting from the seasonal sheet copy sales slump and diskery requests for upped promotional outlays on tunes recorded, the pubs aren't taking the royalty cut requests quietly—but they're taking it.

taking the royalty cut requests quietly—but they're taking it.

Biggest thorn in the side of the pubs in the special rate situation is increasing practice of pubs to ask for deals on standard copyrights. Many pubs are willing to go along with the diskeries on dipped royalties on new tunes, figuring it's worth the gamble to get a song kicked off but they feet that the standards are solid items and should be given maximum royalty payoff. However, most off the pubs are playing ball with the diskeries on special deals for the standards; figuring they're building an alliance with the diskery and stand a better chance for a waxing when they're up at bat with a new tune.

The artists & repertoire men generally cut the tune first and then ask for the dip. Request usually runs like this. "We've just cut a song from your catalog. How about settling for 1½c Instead of the usual 2c?" Sometimes the reduction goes down to 1½c or even 1c. Pubs feel they're being hijacked into acceptance since their future relationship with the company is in jeopardy if they refuse. Also a refusal would probably result in the shelving of the waxing and pub would lose out on a potential revival kick of his oldie.

Many pubs believe that a revamping of the 1909 Copyright

Many pubs believe that a re-vamping of the 1909 Copyright Law, which set a 2c royalty fee on a waxing, would undo the evil. The pubs claim that the law is outmoded and they would be in a stronger bargaining position with the record companies if they could make their own royalty deals individual songs on an exclusive

Cowan Setting Up Own Pub-Diskery

of publishing and recording com-panies. Publishing company is be-ing set up in Nashville, Tenn., to handle hillbilly works. Operational details of both firms, however, have not yet been set beyond the incorporation stage.

Cowan, currently in Europe, is due to arrive back in the U.S. next month when the music plans will be implemented. Attorney Lee V. Eastman handled the legal end of the companies' formation.

SCHWARTZ & DIETZ HAVE MEDLEY, WILL TRAVEL

Importance of hinterland deejay treks in disk exploitation is further pointed up by the hop skedded for vet tunesmiths Arthur Schwart and Howard Dietz. Although they've been tune-penning for about 25 years, this will mark their initial excursion into the out-of-town d.j. orbit. The writers are hitting the road to plug their score from the M-G-M Records sound-track album of "The Band Wagon."

Tour tees off in Boston July 13

Tour tees off in Boston July 13 and winds in Chicago July 25.

RCA Pacts Mary Rose Bruce.
Mary Rose Bruce, a Coast song-stress, has joined RCA Victor's talent stable and her first sides are due this month.

She was signed by Dave Kapp, administrative assistant to Manie Sacks, the diskery's topper.

500,000 Sheet Sale Now Tops; Pubs Need a Smash to Show Profit

12-Show Parlay

Boston, July 7.
A unique tune, containing the themes of 12 different video shows is beginning to stir some noise in Boston. Tune is titled "TV Rhumba". Tune is titled "TV Rhumba" and has been released by Mood Records with Bob Bachelder's band, a local crew, Interest in the number was sparked by a contest held by disk Jockey Norm Prescott, involving identification of the themes with the TV pregrams. Bachelder originally sliced the tune as an indic venture but sold the master to the Mood label. Tune probably right since it had to get clearance from the publishers of each theme.

Arnold Shaw Shift Seen Cueing Major **Expansion at H&R**

Arnold Shaw, vice-prexy of Duchess Music for the past four years in Lou Levy's publishing operation, moved over to Hill & Range this week as veepee and general professional manager. Shaw's switch to the Aberbach brothers (Jean and Julian) is seen as the forerunner of a major expansion of H&R into the pop field. It has long been dominant in the country & western field along with such firms as Acuff-Rose.

Shaw will honddunator in New

western neid along with such firms as Acuff-Rôse.

Shaw will headquarter in New York and has been given authority to pick up tunes as well as placing them with the disk companies. Meantime, Grelud Landon, H&R exec on the Coast, was upped to vice-president in charge of the firm's administration. H&R is a Broadcast Music, Inc., affiliate. The Aberbachs also an ASCAP-licensed-company, Alamo Music.

Shaw, editor of the Joseph Schillinger volumes on musical theory, is also a songwriter and novelist, his "The Money Song" having been published earlier this year by Random House. Before joining Levy, he worked for the Big Three combine as promotion chief.

CAHN BACK TO CLEFFING; QUITS WB PROD. POST

A Thollywood, July 7, Sammy Cahn settled his producer-lyricist contract with Warners for an undisclosed sum and checked off the lot to concentrate on songwriting for stage, films and television.

His last production on the lot was "Three Sailors and a Girl." During his stay at the Burbank studio he also wrote lyrics for "Romance on the High Seas," "She's Working Her Way Through College" and "April in Paris."

Col Inks Broc Peters,

Godfrey Talent Find

Broc Peters, Arthur Godfrey
"Talent Seouls" show winner, has
been nabbed by Columbia Records
to a disking deal. His initial sides,
due to hit the market July 27, will
be cut with The Four Lads.

Peters has appeared on Broad.

ne cut with The Four Lads.
Peters has appeared on Broadway in "Carmen Jones" and "My Darlin' Aida." He's being managed by Hal Webman and Bernie Woods.

M-G-M Pacts Joel Grey

Comedian Joel Grey will break into the disk field as a crooner via M-G-M Records. Label inked Grey to an eight-side deal.

into the past. Except phenomenal "Tennessee phenomenal "Tennessee water click of two years ago, which sold around 2,000,000 copies, the top hite have been stabilizing around

"The Song from Moulin Rouge' is typical of the copy selling power of the current top songs. Rated a class song, "Moulin Rouge" ha sold over 400,000 copies to date even though it has been on the hi even though it has been on the hit-lists for over three months and in the No. 1 spot for the past two months. It's expected that the song, a Broadcast Music, Inc., publica-tion, will hit 500,000 before it-passes out of the picture. The disk sales on "Moulin Rouge," mean-time, have been much higher with Percy Faith's version for Columbia Records nearing the 1,000,000 level.

While publishers can make a handsome profit out of a 500,000 copy seller, the stabilization of sheet music sales at this figure sheet music sales at this figure spotlights the economic plight of most publishers. In bygone days, a mid-hit would sell in the heighborhood of 300,000 copies but today the average sales level has moved down so rapidly that pubsican't make any coin without having a smash.

Royalties from disk sales, at 2c a tune split between publisher and writer, can't take the pubs off the economic hook. On a 1,000,000 disk seller, they get only, \$10,000 and

writer, can't take the purs of the economic hook. On a 1,000,000 disk seller, they get only \$10,000 and sometimes less when they have to deduct promotional expenses and give the diskers a cut royalty rate. As a result, performance coin from the American Society of Composers, Authors & Publishers and Broadcast Music, Inc. has been playing an increasingly important role in the financial considerations of the pubs. Without this coin, It's figured that the majority of firms would have to close their doors. That's in marked contrast to the days when performance coin was incidental to the profit from sheet music sales.

BMI Grabs Rights to 'Jazz at Philharmonic' As Potential Standards

Moving into the field of jazz music, Broadcast Music, Inc., is wrapping up a deal with Norman Granz, promoter of the "Jazz At The Philharmonic" series, for ex-

The Philharmonic" series, for exclusive rights to the JATP works. Most of these jazz pieces, published by Granz, are instrumentals written by the jazzmen in the Granz concert troupe.

These works are in the progressive groove associated with the Granz concerts and have limited performance value due to the fact that only a few disk jockeys purvey this type of jazz. But just as many current jazz standards originated from the bandleaders and sidemen of two and three decades

inated from the bandleaders and sidemen of two and three decades ago, it's figured that many of the jazz standards of the future will emerge from JATP.

The Granz troupe has been the most successful jazz package since the end of the war. Granz has foured his stable of instrumentalists over the U.S. and throughout Europe to consistently high grosses. In addition, he has issued a full catalog of JATP albums under the Mercury label.

Sister Rosetta Set For New Decca Deal

Sister Rosetta Tharpe, top gos-l singer on platters, has been re-Sister Rosetta Tharpe, top gos-pel singer on platters, has been re-pacted by Decca Records to a long-term deal. She has been with the label since 1937 and her current pact expired at the end of this

Decca also inked Marion Caruso to a recording deal. Miss Caruso kicked off "My Favorite Song" last lyear for an indie label in Philly.

Inside Stuff—Music

The click of Eddie Fisher's just released "With These Hands" on RCA Victor again falls in the orbit of you-can't-keep-a-good-song-down. Not for long, anyway, "La Vie En Rose," "April in Portugal" and "September Song" are illustrations of solid tunes that, despite perverse lyries (which had to be rewritten in the first two instances) or other reasons, finally broke through "Hands," although originally published by Ben Bloom and of American authorship (Benny Davis and Abner Silver clicked first in England, where it was on the bestsellers for 10 weeks under Ed Kassner Music reprint. The American-made Columweeks under Ed Kassner Music reprint. The American-made Columbia platter by Nelson Eddy and Jo Stafford, achieved hitdom abroad, but didn't catch on in the U. S. With the Fisher platter's impetus, however, Col is reissuing both the Eddy-Stafford duet and a new solo by Johnnie Ray; and Decca rushed out Guy Lombardo's version as a reissue this week.

The Victor version also was a delayed take of sorts. Manie Sacks wanted to see Marlo Lanza make it but, when the latter got involved in his Metro studio hassle, it snafued other plans and Fisher finally disked it.

Music biz execs have been leaving their desks en masse the past couple of weeks for the golf greens at the drop of a testimonial or an artist's invite. The play season teed off last month with the annual-Pred Waring shindig at Shawnee, Pa., was followed up last week with the Perry Como golf tourney and testimonial at Garden City, L. I., and will continue next Tuesday (14) with the Eddie Fisher fete for pubs and deejays at Grossinger's, N. Y. The industry's summertime froile is expected to wind up with the Music Publishers Contact Employees Union golf tournament tentatively skedded for the last week in August.

Pointing up the value of coin machine spins, RCA Victor artists & repertoire execs have installed a commercial jukebox in their Rocke-feller Center, N. Y., headquarters in order to audition disks before release. The coin machine is rigged to play acetates and the a&r staff are thus able to check such details as level and balance, from the juke angle, before pressing. In several cases, additional recording sessions have been held to correct flaws discovered on playing the acetates in the hox.

Dave Kapp, who moved from RCA Victor's pop artists & repertoire spot last month to become administrative assistant to Manie Sacks, the diskery's chief, left his former post in "a blaze of glory." Most of Victor's current topsellers were cut under the Kapp a&r regime, some of them directly under his supervision. Among these are Perry Como's "No Other Love," "Eddie Fisher's "I'm Walking Behind You," Eartha Kilt's "C'est Si Bon" and the Ames Bros, "You, You, You, You."

Mitch Miller, Columbia Records artists & repertoire chief who is generally credited for starting the "new sounds" disk cycle with his horn and harpsichord backgrounds, has come up with a brand new instrument in the "orkon," which is used on the new Mindy Carson "Honey-Darlin'" platter: The orkon, an invention of Eddie Powell, a longhair musician, sounds like a cross between a piccolo and a flute. Powell plays the thing on the Carson sides.

The N. Y. Herald Tribune's "Fresh Air Fund" campaign for under-privileged children has made a promotional tie-in with bandleader Elliot Lawrence and lyricist Bix Beichner on a new tune, "Take Them Out To The Country." Lawrence is cutting the tune and Mike Jablons, the fund's flack, is lining up the radio-TV plugs for the number. The fund provides free vacations for needy kids.

Rosemary Clooney, Columbia Records songstress who broke into the bigtime with her "Come On-A My House" click two summers ago, is repeating the Armenian time formula with her new side, "Cheegah Choonem" (translated: I Haven't Got It"), written by Vahan Hovey and Sam Ward. Background for the new tune is the same as for "House," with Jimmy Carroll's combo assisted by Stan Freeman at the harpsichord.

To meet request for inside info on record manufacturing from high school and college students, M-G-M Records has prepared a booklet tracing the history of platter from its inception to its sale. Tome is tagged "The Romance of A Record" and is sent out to the studes gratis.

Standard Pubs Take Poll of Sales Methods For NAMM Convention

In an effort to present general publisher thinking concerning dealer activities at the National Assn. of Music Manufacturers Convention in Chicago July 14, the Music Publishers Assn., standard pub group, mailed out a series of queties to pubs last week under the overall heading of "What Do Your Expect of the Music Dealer?" Another questionnaire is being sent to dealers under the heading of "What Does The Music Store Owner Expect From His Sheet Music Department?"

Owner Expect From His Sheet Music Department?"

The replies from pubs and dealers will be compiled and skedded for discussion at the convention. Pubs were asked not fo divulge specific info concerning individual discounts, prices, etc. MPA stated that it doesn't want to know the details of any individual firm's policy, but was interested only in presenting a general picture of the thinking of the pubs as to what constitutes a good dealer.

Questions were planned with two specific criteria by which a dealer can be evaluated: (1) the manner in which he stocks and purchases publications — how he makes published music available; (2) the manner in which he promotes music publications and provides music service—for his community—how he sells music.

munity-how he sells music.

Plugging for Kicks

Philadelphia, July 7.

Philadelphia, July 7.
Dr. Louis L. Menaker a denitist, filed a \$150,000 damage
suit in local Common Pleas
Court for injuries allegedly received in plugging his songs.
Dr. Menaker claims that he
was beaten on the head with
a judo blow while giving two
song manuscripts to singer
Joni James. She was making
a personal appearance last
April 17 at Ager's Home Furinshing Center. Ben Agre, a
partner. In the slore, was
named as defendant. Agre
denied that he struck the dendenied that he struck the den-tist, "We are old friends," he said, "All I did was conduct him to the door."

Nearest Kenton Will Get to Brit. Is Eire

London, July 7.

London, July 7.

Stan Kenton's orch, due to start its European tour Aug. 28, has been booked for an extra date at the Theatre Royal, Dublin, on Sept. 20.

As things stand at the moment between the Musicians' Union of Britain and the American Federation of Musicians, that is the nearest that Kenton will ever get to England, and already excursions are being organized from London and provincial cities to enable jazz fans to hear Kenton.

Best British Sheet Sellers

(Week ending June 27)
Limelight Bourne
Moulin Rouge Connelly
I Believe Cinephonic
I'm Walking Behind Maurice
Hold Me Mills
Pretend Leeds
Downhearted New World I'm Walking Behind Maurice
Hold Me Mills
Pretend Leeds
Downhearted New World
Golden Coach Box & Cox
Black Eyed Susie Cinephonic
Tell Me You're Mine Chappell
April in Portugal Sterling
Windsor Waltz Reine

Second 12

Wonderful Copenhagen Morris
Talk To the Trees . Chappel
Happy Day . Chappel
Hot Toddy . Aberbach
Celebration Rag . Wood
Doggie in Window . Connelly
Have You Heard . F. D. & H.
Queen of Tonga . Connelly
Coronation Rag . F. D. & H.
Cheatin' Heart . Wood
Little Red Monkey . Robbins
Tell Me a Story . Cinephonic

Band Reviews

FRANKIE REMLEY ORCH (7)
With Lynn Marshall
Roosevelt Hotel, Hollywood
Obviously working on the theory
that there's steady, though not
sensational, returns in a small
band with a definite dance beat,
guitarist Frankie Remley is fronting a seven-piece combo that
neatly meets the requirements in
the smaller dine and dance palaces.
Repeated use of Remley's name on
the Phil Harris-Alice Faye show
also gives him an added exploitation factor generally lacking in
outfits of this kind.

The accent is on the rhythm section, with Remley's lefthanded guitaring keying the melody. Arrangements by the outfit's pianist, Peter
Lance, bypass any "new sound" or
gimmick treatment and are aimed
straight at the toes. The result is a
program that keeps the floor
crowded and has the inveterate
table-sitter tapping his toes.

Well-stocked library is carefully
handled and Remley wisely piovides plenty of time for terping by
seguing from one tune to another
in medley fashion for most of each
set so that there's little interruption. Plano, bass, drum, one brass
and two reeds back the guitar work
and some of the sidemen occasionally join in for a vocal stin that
revolves around sly lyrics.

Regular vocalist is Lynn Marshall, a canary new to the band biz-

Regular vocalist is Lynn Marshall, a canary new to the band biz, who meshes neatly with the band Gal has an easy voice and manner and makes the most of her spotlight chores.

JOE VERA ORCH (4)
Hotel Muehlebach, Kansas City
In a recent major shuffle of its
dining - entertainment facilities
Hotel Muehlebach closed its Terrace Grill on the downstairs level
and brought a dinner-dance policy
into effect in its very chic Cate
Picardy on the street level. To inaugurate this policy (no cover, no
minimum), it brought in Joe Vera,
a handy man at the ivories, with a
four piece unit—piano, trumpet,
string bass, drums.
Vera is known locally from sev-

string bass, drums.

Vera is known locally from several stands with compact, rhythmic combos, and present unit lives up to standard he generally represents. He's especially adept at the keyboard in his own right, and has surrounded himself—with crew of outstanding sidemen—Danny O'Connor on trumpet, Reuben Garcia on string bass and Thad Van on drums.

The Vera crew offers non tunes.

on drums.

The Vera crew offers pop tunes, dinner music, old faves and sprinkles its output generously with Latin rhythms. Added fillips vocally are added by O'Connor who sings the blues and rhythm numbers and Van who warbles a sweet ballad now and then.

While its all well knit. Vera's keyboard work is outstanding and center piece for the musical activities, and arrangements pretty much give the play to the piano.

give the play to the piano.

Hotel keeps the room lively with
Louise (Stone) & Marion (Boyden)
on violin and piano, alternating
with the Vera crew. Girl duo plays
for the early diners, and vies with
Vera until the late evening, leaving it to the four-piece outfit to
close the room.

Under this combination Picardy
is getting a good play from the

is getting a good play from the dinner-dance crowd and policy is one likely to continue for some time.

Quin.

Nacio Porter Brown, son of vet songsmith Nacio Herb Brown, signed to an exclusive cleffer's deal by Patricla and Kahl Muşic firms, erts.

Songs With Largest Radio Audience

copyrighted Audience Coverage Index & Audience Trend Index, Published by Office of Research, Inc., Dr. John Gray Peatman, Director. Alphabetically listed.

Survey Week of June 26-July 2, 1953 (Listed Alphabetically)

All By Myself	. Berlin
Anna— "Anna"	. Hollis
April In Portugal	. Chappell
Belle Of The Ball	. MIIIIS
Big Mamou	Peer
Call Of The Faraway Hills—"Shane"	Famous
Granada Hi-Lili Hi Lo—!"Lili"	Peer
Millin Hi Lo-4"Eili"	Robbins
I Ratiova	Cromwell
I Believe If I Love You A Mountain	Paici
I'm Walking Behind You	Loode
Is It Any Wonder	Leeus
18 1t Any Wonder	. Midway
Just Another Polka	Frank
Keep It Gay-*"Me And Juliet"	Williamson
Melba Waltz—†"Melba"	BVC
My Lady Loves to Dance	. United
My One And Only Heart	Roncom
Nearness Of You No Other Love—*"Me And Juliet"	. Famous
No Other Love—*"Me And Juliet"	. Williamson
P S I Love You	I a Salle
Pretend	Brandom
Return To Paradise-"Return To Paradise"	Remick
Ruby—+"Ruby Gentry"	Miller
Say Si Si	Marke
Say Vou're Mine Again	Dina Divan
Say You're Mine Again Send My Baby Back To Me	Monnia
Savan Londer Dave	Tage
Seven Lonely Days	
Song From Moulin Rouge-1"Moulin Rouge"	
Vaya Con Dios	Aramore
Your Cheatin' Heart	Acust-R
うたい はんごうかい かいしゅか かん きんしょ カケー なま しゅう あんげき かっしゃ かけしょん	ta di kacamatan da k

Second Group	
All I Desire	Broadcast
Allez-Vous En-+"Can-Can"	Chappell
Broken Wings	Shapiro-B
Broken Wings C'est Magnifique—*"Can-Can"	Chappell
Coquette	Feisi
Doggie In The Window	Santiv-J
Half A Photograph	Vesta
He Loves Me	Granson
1 Am In Love—*"Can-Can"	Channell
Into Each Life Some Rain Must Fall	Pickwick
It's All Right With Me-*"Can-Can"	Chappell
Marriage Type Love—*"Me And Juliet"	Williamson
More Than I	Sheldon
On	Feist
Ramona	Lion
Side by Side	Shapiro-B
Something wonderful Happens	Iohnstone-M
Terry's Theme From Limelight-"Limelight"	. Bourne
wedding Day	BVC
You You You	Mellin
60 - Barrier II Barrier <u>- E</u> Barrier (1986).	

Top 10 Songs On TV

(Listed Alphabetically)

April in Bottugat	Chappell
Big Mamou	Peer
Hello Sunshine	Frwin.H
Melba Waltz	BVC
Mister Tap Toe	Montelara
I Believe	Cramwall
Organ Gringer's Swing	Mills
KUDV	William
Say You're Mine Again	Plus Pivar
Song From Moulin Rouge	Dungadagat
Vaya Con Dios	Ardmore
	Triumore

Five Top Standards

(More In Case of Ties)

By The Sea			
by the Sea	and the contract of the contra		Shaniro-R
Hallelujah	4		77
71 6	<u> 1865 - Programmer de la compa</u>	,	narms
I III Gonna Live Till I	1)16	and the second second	Mational
In The Good Old Su			Mational
In The Good Old Su	inmeriime		Marks
Oh Lady Be Good			T. C. C. C. C.
De Good			marms

† Filmusical. * Legit musical.

Mills Pacts Perkins

Composer Frank Perkins has been inked to an exclusive cleffer's pact by Mills Music. Deal continues pubbery's plan to bolster its educational and standard catalogs with writer tieups. Similar pact recently was inked with Don Gillis.

cently was inked with Don Gillis.

Perkins, who broke into the music biz with Mills in the 1930s as an arranger-composer, has been working on film scores on the Coast for the past several years, Incidentally, four instrumental sides independently waxed by Perkins have been picked up for release by Decca Records.

Global Plug for 'Johnny'

"Johnny (Is The Boy For Me)," tune published in the U.S. by Les Paul & Mary Ford's firm, Iris Mu-Paul & Mary Ford's firm, Iris Music, is getting a solid global coverage. World rights to the song recently were picked up by E. B. Marks Music and already has been sold in England, Canada, Austrella and several countries in Europe and South America.

Pluggers Union Okays New Bylaw Amendments

Revisions in the Music Publish. ers Contact Employees Union constitution were unanimously approved by the pluggers at a general meeting last week. New by laws had been drawn up by the MPCE exec board several months ago:

ago:

Constitutional revisions includes new method of electing officers load years for officers and even years for council, and an increase in the membership of the execouncil from 10 to 13. New bylaws also set down ruling that all nominations must be by petition signed by 25 MPCE members. Another bylaw highpoint is decision to allow a plugger who withdraws from the union to continue his \$1,000 insurance policy yith payments of \$18 annually.

Claude Thornhill band plays some nighter today (Wed.) at the Longhorn Ranch House Dallas. Tony Pastor crew is due in at the spot July 22.

Petrillo Bypasses Brit. Tooter Execs But Hints A Reciprocal Agreement

London, July 7.

During his 48-hour stopover in London, last week on his way for a trade union convention in Stockholm, James C. Petrillo, prez of holm, James C. Petrillo, prez of the American Federation of Musicians, had no contact with the British Musician's Union despite the fact that, on arrival, he intimated he was prepared to negotiate a reciprocal pact for the exchange of combos. Instead of official talks, the U. S. union topper spent most of his time on a sight-seeing tour with his grandchildren who had accompanied him for the ride.

who had accompanied him for the ride.

The failure of a rapprochement caused considerable heartburn among British musicians, many of whom hoped that the visit would be a prelude to resolving the long-standing ban operated by the two organizations. From the outset, however, the Musicians Union remained aloof and made no effort to establish contact with Petrillo.

An MU official told Variety. If Petrillo wants to speak to ushe knows where to find us." Hardie Ratcliffe, the general secretary, said that when he knew that Petrillo was to attend the Stockholm Congress, he wrote at the end of May asking whether he would break his journey in London so that they could discuss some important subjects. Right up to the hour of his arrival in London, they had received no information about his visit and had been told by the American Embassy he was going direct to Sweden.

On his arrival at Southampton. Petrillo said that a reciprocal ex-

going direct to Sweden,

On his arrival at Southampton, Petrillo said that a reciprocal exchange could start immediately which would permit British bands to play in the States and U. S. aggregations to perform in Britain. He asserted he was in a position to give an immediate okay if the MU secretary had sufficient power to negotiate. He reckoned the whole problem could be resolved within an hour.

Petrillo admitted there had been

within an hour.

Petrillo admitted there had been no previous arrangement for a meeting, but assured the scribes that a get-together would be effected. He agreed that the AFM had always been opposed to the entry of foreign musicians because it was not only a case of opening the doors to the British but to every other country as well.

Petrillo conceded that the AFM owed a debt of gratitude to British musicians, who refused to blackleg during the 27 months there members were on strike against the American, recording companies. "They could have hooked the market," he said, "but didn't. They laid off and we won the fight,"

Dankworth Forming 20-Piece Brit. Band

London, June 30.
Johnny Dankworth, Britain's top small combo leader, is breaking up his seven-piece outfit to form a 20-piece orch. Dankworth is an alto sax player who has won all the trade-paper polls for the past three years.

years.

Star men are being engaged for the new crew, which is to have a publicity and advertising sendoff on American lines. There is plenty of financial backing for the project, since Dankworth's name is high here. Instrumentation will be eight brass, five saxes, three rhythm and three vocalists (one girl and two boys). Debut of the new orch is at the Astoria Ballroom, Nottingham, Oct. 23, with some one-niters followed by a two-weeks' season at Green's Ballroom, Glasgow.

Ohio's Biggest Dance For Sesqui Blowout

Columbus, O., July 7.

Largest ball in Ohio's history is being planned as part of the sesquicentennial celebration, and will be held Aug. 27, in four ballrooms in two Columbus hotels. The date is the same as the opener of Paul Green's historical play-pageant, "The 17th Star," in the Ohio State Fairgrounds, Columbus.

Both the junior and senior ball-

Both the junior and senior ball-pooms-of-the-Neil-House-and-the-large ballroom and Ionian Room of the Deshier-Wallick Hotel will be used for the Ohio Sesqui Ball.

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution **Encompassing the Three Major Outlets**

Retail Sheet Music Coin Machines **Retail Disks**

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hercunder is arrived at under a statistical system comprising each of the three major sales outlets enuwith Vaniers. The positions resulting from these findings deeper the OVERALL IMPACT developed from the ratio of points scored two ways in the case of talent (disks. coin machines), and three ways in the case of talent (disks. coin machines),

TALENT

POSITIONS This Last Week Week	ARTIST AND LABEL	TUNE
1 2	EDDIE FISHER (Victor)	(I'm Walking Behind You) With These Hands
2 1	PERCY FAITH (Columbia)	
3 4	PERRY COMO (Victor)	Say You're Mine Again My One & Only Heart No Other Love
4 3	LES BAXTER (Capitol)	April in Portugal
5 7	LES PAUL-MARY FORD (Capitol)	(Vaya Con Dios)Johnny
6 5	RICHARD HAYMAN (Mercury)	Ruby
7	KAY STARR (Capitol)	Allez-Vous-En Half a Photograph
8 8	FRANK CHACKSFIELD (London)	Limelight Theme
9 9	HILLTOPPERS (Doi)	{P.S. I Love You
10	PEE WEE HUNT (Capitol)	(Oh! San

TUNES

POSITIONS This Last	(*ASCAP: +BMI)	PUBLISHER
Week Week	TUNE SONG FROM MOULIN ROUGE	
2 2	*I'M WALKING BEHIND YOU	
3 3	*APRIL IN PORTUGAL	Chappell
4 4	*RUBY	Miller
5 5	TIBELIEVE	Cromwell
6 6	SAY YOU'RE MINE AGAIN	
7	*VAYA CON DIOS	
8 9		Bourne
9 9	*NO OTHER LOVE	Williamson
10 8	*PRETEND	Brandom

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VARIETY Survey of retail sheet music sales based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

*No Other Love (Williamson).... *Seven Lonely Days (Jefferson) ... "Limelight Theme (Bourne).....

*Nearness of You (Famous)..... 10 ... One and Only Heart (Roncom)

† BMI

National Rating This Last wk. wk.	Title and Publisher	New York, MDS	悪日	Boston, H. N. Ho Chicago, Carl Fis	ouis, St. I	Philadelphia, Cha	Minneapolis, Sch	Detroit, Grinnel	Kansas City, Je	Los Angeles, Mo	Seattle, Capitol	San Antonio, Al	POINT S
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	April in Portugal (Chappell)	3	2	3 1	2	ī	7	1	j .	2	2	4	103
	I'm Walking Behind You (Leeds).	4	3 1	0 3	3	5	2	5	2	4	_1_	2	- 88
4 4 *	I Believe (Cromwell)	1	4	9 7	4	6	3	3	3	5	4_	7	76
5 5	Ruby (Miller)	6	5	5 4	5	4	. 4	4	9	_3_	5	5	73
6 6	Pretend (Brandom)		6	6 8	10		5	8	7	8		<u> </u>	30
7 8	Say You're Mine (Meridian)		8	. 5	9	9	,		10	9	8	_3_	27
8 7	Your Cheatin' Heart (Acuff-R)	7	10	2	7	10		6			لبات	9_	26
	Just Another Polka (Frank)	8		4 6		8		10_			9	10	22

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N.Y. Appellate Court Upholds AFM Right To Enforce Mgr.'s 10% Cut

Albany, July 7.

Albany, July 7.

The N. Y. Appellate Division, in unanimous decision last week, reversed an order by Supreme Court Justice Harry J. Schirick granting a temporary injunction to Haven Johnson, former plants at the 21 Club here, restraining the American Federation of Musicians from suspending or removing him from membership.

The injunction

membership.

The injunction was originally granted against the AFM, which threatened to suspend Johnson for his refusal to continue "indefinitely," paying 10% of a weekly \$150 salacy to Columbia Entertainment Bureau, Johnson stopped, after paying a total of \$350 in 24 weeks.

The planist contended the agree-ment called for payments "too much and too long." in violation of a state law limiting agency com-missions to 5' a for 10 weeks. Agreeing with this claim, Justice Schirick held the disputed contract-was a "clear and flagrant violation of the statute and policy of this state."

The Appellate Division, however, in a 500-word decision, said that "the by-laws of the Federation, to which plaintiff subscribed and by the terms of which he is bound, require that any controversy between a booking agent and a member be submitted to the arbitration of a committee of the defendant Federation and that the decision should be final and binding. The booking agent also was bound by this agreement with the defendant in writing." The Appellate Division, however,

The high tribunal continued that The high tribunal continued that whether the agreement to pay the 10% commission was valid or invalid "depended on what the booking agent was obligated to do for plaintiff." If the agent was to "manage plaintiff or to guarantee a certain income, the agreement to pay 10% commission might be valid."

"There is proof," continued the unanimous decision, "that the by-laws of the Federation, to which both plaintiff and the booking agent could be held on this record the booking agent to provide management for plaintiff and to provide working, engagements for at least 40 weeks a year under a carefully graded period for two years. Thus, there was present an open and arbitrable question as to the validity of the contract under the N. Y. statute and it is one over which the arbitrators had jurisdiction."

tion."

The Appenate Division concluded that, "No proceeding to remove the plaintiff has been instituted. The Federation's rules provide fully for a hearing and review before discipline against a member, can be effected and no good case has been made out for judicial interference with the internal control by the federation over plaintiff's membership at this stage of the controversy."

Stabile Wants to Aid Anglo-U. S. Reciprocity

Anglo-U. S. Keciprocity

London, June 30.

Dick Stabile, bandleader for the Martin & Lewis show currently at the London Palladium, is prepared to play concerts here and will donate his fees towards the cost of transporting the Ted Heath Orch to the U.S.

Stabile said he feels strongly about the lack of reciprocity between British and American dance, bands: If the pending offer for Britain's Ted Heath to do cuffo. Concerts at Carnegie Hall in N. Y. comes, through, Stabile wants to kick in towards the heavy transport cost, reckoned at \$11.200, which so far is proving a stumbling block to the negotiations.

Mitch Miller East, But Due Back on Coast Again

Mitch Miller, Columbia artists & repertoire topper, has returned to New York for a couple of days after a threeweek stay on the Coast but returns back to Hollywood next week for additional recording sessions there.

Miller also has been mapping future releases with Paul Westen.

Col's Coast director.

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The as well for a A and joe all section.	s compilation is designed as those on top. Ro to 1. mention. 9 for 4 keys will vary week it for the country registry.	ed to indicate those i atings are computed, a No. 2 and so on d o usek to present a	This compilation is designed to indicate those records rising in popularity as well as those on top. Ratings are computed on the basis of 10 points for a No. 1 mention. 9 for a No. 2 and so on down to one point. Cities and jockeys will vary week to week to present a comprehensive picture of all sectors of the country regionally. ASCAP. +BMI.	oupe—MCAD 9—WEGM 15-WVDA 161-WTIC 161-WMGM	ellagher—WT	raine Ellis—W leocis—WJEV ribley—WSAV ribley—WSAV	MLLW—sd2, MALW—b09,1 LMTW—eblon LMW—eblon JIW—nam10 RRSW—91	OA LESC PELLENT NUMBER THE REEL THE REE
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	10 Eddie Fisher	Victor	*I'm Walkin			2 7 2 1	3 3 2 4 1	1 E 3 2
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w 4	15 Les Baxter	Capitol	*April in Portugal					3 5 3 3
	1	Capitol	*Vaya Con Dios	10 4 8	7 7		10 1	F 7 2
5 B 6	14 Richard Hayman	Mercury	**************************************		3 10 5			2
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16A 23			†You, You, You	. 7 8				
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ļ.,	Ralph Marte	4 3	*Crazy, Man, Crazy		10		0	02 6
	5 D. Day-J. Ray	Columbia	*Candy Lips		80	9 6		10
انم		Capitol	*Allez-Vous-En	10			. 9 4	
24 A 24	8 Les Rayter	Canifol	*Organ Grinder's Swing	G		1	9	9
			†She Loves Me	**************************************				0116
26A 26	6 Nat (King) Cole.		*I Am in Love				6	7 10 13
19	\\ \frac{1}{2}	Victor	*My One and Only Heart	6				11
26C 43	.,[Valley	· · · †Crying in the Chapel	9			8	
90	7 Frank Sinatra	Capitol	*Pohnny	6 6				12
		Kem	*Nothing Left To Do	,				12
32A	1 Ralph Flanagan	Victor	*Rub-A-Dub-Dub					01
		Mercury	*April in Portugal					10
32C	Pee Wee Hunt	Capitol	**************************************					01
	Georgia Gibbs	Mergina	When You're Mine					01
20	5 Lorry Raine	Kem	*A Wooin' We Will Go					1 10
37B 50 2	2 Four Lads		*Down By the River Side					6
30 1		:	*Is It Any Wonder				6	9
370			*Breeze (Bringin' Back)				4	•
27F	Harry Tames	Columbia	*D	2		以外の かけれる ちゅういき いかい		6
:	1	Mercury	*Doggie in the Window					6
87H	4 Jo Ann Tolley	M-G-M	† I'll Never Foreive Muself					6
371		:	+The Lover's Waltz		6			9
		Victor	†Uska Dara		3 60			, ,
12			tAnna	6				9
48 40 18	Lee Barter	Mercury	*Seven Lonely Days					
49B 40 22		1	*Pretend		***		₩	8
			*Pretty Butterfly	10		6		•
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If You Were Mine • Song of India





National Rating

6

On the Upbeat

New York

New York

Ronald Wise, Mercury Records classical division sales and promotion rep, back from a two-month Jaunt through the south and midwest. Planist Billy Taylor penned tomes on arranging for the Hansen Music Publishing Co.

Jo Ann Tolley into the Bolero Club, Wildwood, N. J., July 18.
Fran Warren begins a two-week engagement at the Chicago Theater, Chil, July 24.
Gisele Mackenzie, Capitol thrush, back in N. Y. for guest radio shots. Pianist Arlene Nover currently at Bob. Olin's Resturant, N. Y.
Jack Ward, featured organist for NBC the past 13 years, began an indefinitesenga ment at the Rainbow Room, N. Y., Saturday (4).
Thrush Wanda Merrell currently at the Club Twenty-One, Toronto Crooner Pat Terry and disk flack Morris Diamond out on a promotion trek through the midwest. Al Calder hitting the major city deejays for Tommy Prisco on King:

Chicago

Chicago

Russ Morgan inked for Trianon
Baltroom July 7-Aug. 16: , Eddie
Howard into Aragon Baltroom
Aug. 18 for four stanzas ... Henry
King hooked at. Palmer House
from July 30 to Nov. 18
Frankie Carle doing one-nighters
in the territory through July and
August ... Louis Armstrong staging third consecutive birthday
party at Blue Note, July 4. Ted
Weems into Steel Picc, Atlantic
City, on Aug. 7 for single frame
... Siep Fields takes over Claridge
Hotel Memphis, Aug. 7 for forfnight ... Charlie Fisk doing four
frames at Rice Hotel in Houston
beginning July 16.

Thy Hill last week hit percen-

rames at Rice, Hotel in Houston beginning July 16.

Tiny Hill last week hit percentage six out of seven nights on one-nighters. In midwest.

Freddy Martin into Roosevelt Hotel, New Orleans, Aug. 27 for four stanzas. Guy Lombardo playing, Indiana State, Fair, Indianapolis, Sept. 3-6. Teddy Phillips to Houston, Tex. for Ahepa National Convention from Aug. 16-22. Charlie Spivak into Steef Pier, Atlantic City, Aug. 21. for one-weeker. Tommy Tucker on four in August. Bob Craig doing two frames at Towne Hotel, Milwankee, beginning July 6, followed by Fran McKenna for two weeks beginning July 20 and then by Bela Babi for four frames starting Aug. 3. Dominoes into Withnest Country Club, Denver, July 16, for fortnight.

Jan Garber doing 1-niters in territory before opening Claridge Hotel, Memphis, for two rounds Aug. 21. Ralph Flanagan bows into Lakeside Park, Denver, July 29 for two Jay Allen quartel held over indefinitely at Combo Club, Peoria, Ill. Tony Pastor enters Peabody, Memphis, July 25 for eight days. Beacheombers booked for two rounds at Fazio's, Milwaukee, beginning July 10.



then to Eddie's Restaurant, De-roit, July 24 for two more. Frankie Yankovic touring territory in July on one-nighters. Hal McIntyre opens Edgewater Beach, Chi, Aug. 14 for four stanzas. Pec Wee Hunt takes over Colonial Hotel, Rochester, July 27 for two-weeker.

Hotel. Rochester, July 27 for two-weeker.

Leo Peeper inked for Cavalier Hotel. Virginia Beach, Va., begin-ning July 31 for single frame.

Billy May opens Lakeside Park, Denver, Aug. 26 for fortnighter: Art Castle touring midwest in July Danny Belloc into Melody, Mil-waukee, July 16 for balance of month. Silhouettes to Esquire, Daylon, July 20 for three rounds Johnny Dale Trlo booked for 14 weeks beginning Aug. 4 at Cov-ered Wagon, Detroit.

Boston

Boston

Jimmy Mehale orch set for summer at Cliff Hotel. George Weinreopened his summer Storyville at the Oceanside Hotel, Magnolia .

The George Poor Quartet into Hawthorne Casino, Gloucester, for the summer . Jimmy Catino returned to Provincetown's Lobster Pot for the seventh season .

Bassist Mel Peabody into the pit band at Cohassett Music Circus .

Planist Tommy Councily joined Harry Fink's Trio at Hawthorne Inn.

Pittsburgh

Pittsburgh
Raiph Marterle's one-nighter at
West View Park has been pushed
up two weeks from July 1 to 7.
Ite'll be followed two nights later
by Sauter-Pinegan band. Joyce
Lee Davis, daughter of Hal Davis,
president of Local 60 of the musicians union, is acting ingenue parts
this summer at the Little Lake
Theatre. She just got home after
a year's study at the Neighborhood
Playhouse in New York. Nelsom
Maples and his piano into Bill
Green's cocktail lounge for a run.
Les Brown's band added to schedule of summer one-nighters at
West View Park's Danceland.
Brown comes in July 22 Nelcor Maples aftered at Pill Cropper

Les Brown's band added to schedule of summer one-nighters at West View Park's Danceland. Brown comes in July 22 Nelson Maples closes at Bill Green's cocktain lounge Saturday (11), when room itself will fold until new shopping center is built on site. It'll house another Green cocktailery . Harry Bigley is new guitarist with Howdy Baum Trio at Eddie Aschner's Club . Triny Wolfe orch-option picked up at Copa. Joe Negri trio signed to play for Buzz Aston and Bill Hinds in a new five-times-a-week evening teevee show they're launching on WDTV July 22.

Omaha:

Omaha
Set for Peony Park here this month are Tony Bradley (8-9), Les Brown (10), Frankie Carle (11), Jan Garber (17-19), Ralph Flanagan (23), Shep Fields (24-26) and Woody Herman (31). Organist Pat Delaney heldover at White Horse Inn of Regis Hotel. Newcomers in are Jimmy Steuert band at Club Reno and Dave Husky orch at Ballerina. Booked for Terrytown Arena. Scottsbluff, Neb., are Adolph Lessor July 11, Jan Garber, July 21, Ralph Marterie, Aug. 5, Bob Calame Labor Day, the Dorsey Bros., Sept. 14, and Skinny Ennis, Sept. 21.

Dallas

Beverly Stull into Burgundy Room of Adolphus Hotel . Colony Club gets Johnnie Bachemin crew for forthight starting July 14.
Dornan Bros. set for July 13 opening at Baker Hotel's Mural Room, with the Mary Kaye trio following July 30 for two weeks.

Jan Garber orch and unit pacted

RETAIL DISK BEST SELLERS

VARIETY Survey of retail disk best sellers based on reports ob tained from leading stores in 11 cities and showing comparative sales rating for this and last week.

Clay

This Last Artist, Label, Title PERCY FAITH (Columbia) from Moulin Rouge 2 EDDIE FISHER (Victor) "I'm Walking Behind You"
PAUL-FORD (Capitol) 1 4 3 6 2 "Vava Con Dios LES BAXTER (Capitol)
"April in Portugal" 3 RICHARD HAYMAN (Mercury) FRANK CHACKSFIELD (London)
"Limelight Theme"

PERRY COMO (Victor)
"Say You're Mine Again" HILLTOPPERS (Dot)
"P.S. I Love You" AMES BROS. (Victor)
"You, You, You" PERRY COMO (Victor)
"No Other Love"

KAY STARR (Capitol)
"Allez-Vous-En" 10 1 ... 10 PEE WEE HUNT (Capitol) KAY STARR (Capitol) "Half a Photograph"
FRANKIE LAINE (Columbia)
"I Believe" SYLVANA MANGANO (M-G-M)

FIVE TOP ALBUMS

"Anna

HILLTOPPERS (Dot)
"I'd Rather Die Young"

DARRELL GLENN (Valley)
"Crying in the Chapel"

"Crying in the Chapter
BILL HALEY (Essex)
"Crazy, Man, Crazy".
RÜSTY DRAPER (Mercury)
"Gambler's Guitar".
FREDDY MARTIN (Victor)
"April in Portugal".

ME & JULIET Broadway Cast Victor OC 1012 EOC 1012 LOC 1012 EOA 458

CAN-CAN oadway Cast Capitol S 452 EDM 452

MUSIC FOR LOVERS WONDERFUL TOWN ONLY Jackie Glease Capitol H-352

Broadway Cast Decca DL 9010 DA 937 9-391

EARTHA KITT Victor EPB 3062 LPM 3062

for Scpt. 28-Oct. 8 date ... Ray McKinley orch plays a Sunday (12) one-nighter at Longhorn Ranch, where solo stops are set for Ralph Flanagan orch, Aug. 24, and Ralph Marterie's crew. Sept. 9. Spot has Claude Thornhill orch on the stand tonight (Wed.). Herb Gronauer, MCA band booker, in to replace Bob Willding, who was transferred to the Coast office.

Diskers' Benefit Date Clicks in Cleveland

Cleveland, July 7.

Cleveland, July 7.

Percy Faith, the Les Paul-Mary Ford team and Darrell Glenn proved to be hot drawing names in a outdoor pop concert for teenagers, first of its kind staged here by WERE and Bill Randle, disk jockey, as a benefit for the Cleveland Council on Community Nursing. Jamboree of recording artists pulled crowd of about 9,000 grossing a reported \$17,000 in the suburban. Shaw Stadium. There were a lot of technical bugs, including mosquitos, temperamental amplitying system and persistent echoes that bounced around the athletic field to the distress of Faith, conducting a 48-piece orchestra for the seven-act bill.

Paul-Ford duo got sizzling ova-

RCA VICTOR SETS A&R CHIEF FOR ITALY SETUP

RCA Victor is shaping up its projected fall launching of its new lialian plant with the appointment of Giorgio Nataletti as artists & repertoire chief for that country. repertoire chief for that country. Nataletti, who will work under Joe Biondo, Victor's general manager in Italy, was formerly associated with the Italian state-owned broadcasting system which controls most of the country's disk artists.

Victor's a&r chief for Spain will be named later. Gabrielle Soria, former vet film producer and distributor, heads RCA's operation in Spain, which will include the manufacture of radio-TV sets as

spain, which will include manufacture of radio TV sets well as disks.

Palladium, N. Y., Pacts 2 Bands for One Year

The Palladium Ballroom, N. Y. has signed two bands on a year-round basis. Tito Rodriguez's contract went into effect this month



Gladys Shelly & Abner Silver's



Recorded by FELICIA SANDERS with PERCY FAITH's Orch.

LINCOLN MUSIC CORP. 160 Central Park South, New York





23D ANNUAL GERSHWIN NIGHT AT N.Y. STADIUM

Stadium Concerts will offer its 23d annual George Gershwin Night next Thursday evening (16), and its eighth annual Italian Night Saturday, July 18, at Lewisohn Stadium, N.Y.

Stadium, N.Y.
Oscar Levant will be soloist for the Gershwin 'program, playing both the "Rhapsody in Blue" and pjano Concerto, while Alex Smallens will conduct. Alfredo Antonini will baton for Italian Night, with several name soloists listed. Gershwin concert will mark Levant's first N.Y. appearance since lifting of his American Federation of Musicians suspension by preziames C. Petrillo. James C. Petrillo.

Local 47, Palladium In Standby Dispute Hollywood, July 7.

Musicians Local 47 here has suggested that the Palladium, one of the last western strongholds for traveling bands, pay standbys when its attractions are used on club dates. Terpery occasionally sells out for a night to private parties with whatever name band is current at the spot providing dance pussic. music.

nusic.

It's for these "no public allowed" shindigs that Local 47 wants standbys. Talks have been held between local prexy John te Groen and Palladium manager Sterling Way. They will be resumed this week.

Tony Pastor, Ray McKinley Added to Decca Roster

Decca Records has enlarged its pop band roster with the addition of the Tony Pastor and Ray Mc-Kinley crews. Pastor formerly cut for Columbia while McKinley had been without a disk affiliation for some years.

Signings were the first to be made by Milt Gabler since taking over Decca's artists & repertoire spot a month ago.

MPCE to Assess Pubs

In a move to raise finances, the Music Publishers Contact Employees Union has mapped out a plan to assess publishing firms for the gathering of "sheets" and "dates." In the past MPCE has supplied "sheets" (listings of tunes plugged on radio and tele) cuffo to the pubs.

Assessment plan was drawn up last week at a meeting of MPCE's exec council. Initial fee set for the service will be about \$3 weekly. Union expects to present the plan to the pubs within the next few weeks





Get the Enchanting Ballad
MOMMIE DEAR and you'll have a hit Plane-vocat available EMERICK JANOSKA
Poser=of=many Cxech-hit-s
ox 17, Morris: Hts. Sta.
New York 53, N. Y.

...Disk Companies' Best Sellers...

	PITOL ARTIST
1.	VAYA CON DIOS Les Paul-Mary Ford
	HALF A PHOTOGRAPH Kay Starr
3. /	APRIL IN PORTUGAL Les Bayter
4.	SUDDENLY OH: Pee Wee Hunt
5. 1	RETURN TO PARADISE Nat (King) Cole
COI	UMBIA
	SONG FROM MOULIN ROUGE Percy Faith
2.]	KISS ME AGAIN, STRANGER D. Day-P. Weston
3. 1	BELIEVE Frankie Laine YOUR CHEATIN' HEART
	WHERE THE WINDS BLOW Frankie Laine
5.	DOWN BY THE RIVER SIDE Four Lads
COL	RAL
	NTO EACH LIFE Teresa Brewer-Les Brown
2. 9	SHE LOVES ME Don Cornell WHEN HANDS OF CLOCK PRAY AT MIDNIGHT
3.	roys Eileen Barton
4.	CECELIA Neil Hefti
5. (CRYING IN THE CHAPEL Art Lund
DF	CCA
	PRETTY BUTTERFLY Mills Bros.

1.	DON'T LET ME DREAM Mills Bros.
2.	CRYING IN THE CHAPEL
3.	HONEY IN THE HORN ORGAN GRINDER'S SWING
	RUBY Victor Young SONG FROM MOULIN ROUGE
5.	HOUSE PARTY Louis Jordan HOG WASH

L	ONDON
1.	TERRY'S THEME FROM LIMELIGHT Frank Chacksfield INCIDENTAL MUSIC FROM LIMELIGHT
2.	SONG FROM MOULIN ROUGE Mantovani VOLO COLUMBO
3.	RETURN TO PARADISE Lita Roza TELL ME WE'LL MEET AGAIN
Ċ.,	THE LAST RHAPSODY Stanley Black-Mantovani NILA WALTZ
5.	WONDERFUL ONE Anne Shelton-Ted Heath DUMMY SONG

MERCHIPY

141	LUCULI		
1.	RUBY		man
	LOVE MOOD		
2.	GAMBLER'S GUITAR		ner
2.1	FREE HOME DEMONSTRAT	TION	
3.	FOR ME, FOR ME		ibbs
	THUNDER AND LIGHTNIN	G	77.
4.	BUTTERFLIES		age
ЭÇ.,	THIS IS MY SONG		
5.	TELL ME YOU LOVE ME .	Gaylo	rds
	COQUETTE		
		17 Table 18	
	C 34		

M-G-	M			
· T	NNA LOVED YOU	* 5 %		
Y	AW-LIGA OUR CHEATIN' HEAR	T		*
3. Y(OUR CHEATIN' HEAR LL BE WAITING FOR	T YOU	Joni	i Jame:
A)	LL BE WAITING FOR IT ANY WONDER LMOST ALWAYS			5
5. NO	O OTHER LOVE LL I DESIRE	••••••••	Dav	id Rose
	VICTOR	Š.		:
	M WALKING BEHIND UST ANOTHER POLKA			
2. W	ITH THESE HANDS . HEN I WAS YOUNG		Eddie	Fisher
3. NO	OTHER LOVE		Perr	y Como
4. Y	EEP IT GAY DU, YOU, YOU NCE UPON A TUNE			es Bros

HAZEL SCOTT CHIRPS FOR INDIE R&B LABEL

UNFAIR

Hazel Scott is returning to the wax market as a rhythm & blues thrush via the indie Allen label. Miss Scott, whose disk efforts in the past have concentrated on her keyboard work, cut her initial four sides for the label this week under the supervision of Pete Doraine, diskery's artists & repertoire head. Doraine plans to rush the first platter into the market early next week. Meantime, Miss Scott is taking off on a European trek which'il keep her abroad until October.

260 Music Merchants Set for NAMM Chi Show

Chicago, July 7.

A total of 260 music merchants are expected to exhibit their wares at the Palmer House here on July 13 during the annual National Assn. of Music Merchants show. Musical instruments, radios, phonographs, TV sets, records, sound equipment and sheet music will be on display.

Show will continue through July 16.

Songstress Martha Lou Harp inked to a Columbia Records pact.

A Name Bob

A Name Bob

The Mills publishing clan lost a representative, in name only, last week when Robort Mills changed his monicker to Bob Roberts. Name switch came on the heels of Robert's appointment as head of firm's new film division to avoid a confusion of mail and calls. Still carrying on the Mills tag in the pubbery setup are proxy Jack veepee Irving, general professional manager Sidney and Jack's son, Marty.

RCA VICTOR SKEDS 'XMAS IN JULY' DRIVE

Moving consistently ahead of last year's business, RCA Victor's sales for June again exceeded the 1952 pace with a 14% boost in sales. Company is currently teening off a "Christmas In July" promotion campaign aimed at cashing in on their current clicks for maximum turnover during the normally slow summer months.

The hot weather drive is being pegged on Eddie Pisher's "I'm Walking Behind You" and Perry Como's "Say You're Mine Again," both of which are in the top sales bracket. The two hits are being used to hypo attention on other current Victor releases by such artists as Dinah Shore, Eartha Kitt, June Valli, the Fontane Sisters and The Melachrino Strings.

Capitol, Merc Sked Distrib Powwows

Capitol and Mercury Records will brief their distributors over the weekend on upcoming sales campaigns at their annual distrib confabs. Cap's sales huddle, at Lake Placid, N. Y., tees off tomorrow (Thurs.) and will run until Sunday (12). Merc's meet, at Miami-Beach, will run from Friday (10) through Monday (13). Diskeries' sales staffers will reveal exploitation and promotion plans on the skedded fall releases. Cap recently held a similar meet for its Coast distribs at Pebble Beach, Cal.

RCA Camden Disk Set for Aug. Bow

RCA Victor has moved up its aunching date for its new Camden Records and will release the first disks under the new label sometime in August instead of in the fall. The Camden label will issue all types of music from longhair to jazz in low-priced \$2.89 albums which will be sold directly to the syndicate and department stores.

syndicate and department stores. Although Victor is handling the distribution direct, from its factories, the regular company distribs in the various areas will get their normal over-ride on the disks.

Victor, meantime, is deferring its projected new indie line, known in the company as "Label X." until next year. Originally, Joe Carlton moved over from Mercury to RCA to head this label but since was shifted into the top pop artists and repertoire spot at Victor. This label is planned as a regular-priced pop line to be channelled through straight disk distribs rather than the Victor distribs which also handle other merchandise lines.

Sift Data in Suit of Cohan Heirs Vs. Vogel

Cohan Heirs Vs. Vogel
The suit of the heirs of the late
George M. Cohan against Jerry
Vogel's publishing company for recovery of Cohan's music copyrights
entered into the examination-before-trial stage last week under an
order. issued, by Justice Ernest L.
Hammer in N. Y. Supreme Court.
Vogel was ordered to produce all
books and records in connection
with Vogel's claim that he had an
oral agreement with Cohan for
renewal of the copyrights.
Vogel, in turn, will later examine the books of the recently
formed George M. Cohan Music
firm. Cohan's son, George M.
Cohan's, Jr., is heading the latter
company, which was given an
ASCAP license late last year.



AND HIS ORCHESTRA

ALL I DESIRE and

NO OTHER LOVE

MGM 30796 78 RPM K 30796 45 RPM RETURN TO PARADISE and.

THE BAD AND THE BEAUTIFUL

MGM 30783 78 RPM K 30783 45 RPM

GREATEST NAME



IN ENTERTAINMENT

TOT SEVENTH AVE NEW YORK 36 N Y

**Roxy, N. Y.

"Broadway Memories," ice revue with Sid Stone, The Bruises (3), Ted Thurston, Douglas Duffy, Edith Kandel, Ernest Mann, Jeannie Sook & Ted Roman, Bobby Blake, Roxy Skating Blades & Belles, Choraleers, Bob Boucher House Orch; "White Witch Doctor" (20th), reviewed in Variety June 17, '53.

Timed for the July 4 holiday, the current Roxy show is a color-tul lee layout with a patriotic and nostalgic musical format. Although these blade spectacles tend to renostalgic musical format. Although these blade spectacles tend to re-peat the same ideas from show to show, this bill has some fresh an-gles and gets an additional litt from Sid Stone's non-ice routine.

from Sid Stone's non-ice routine. The standout blade bit is turned in by the Three Bruises, a male comedy team with a bagfur of clowning stunts. Trio is garbed as washerwomen and use the pails and brooms as props for their roughhouse anties. Each member of this combo is a superlative trick performer on ice and they add up to a consistently funny team.

trick performer on fee and the trick performer on fee and the team.

Ice dancer Bobby Blake also clicks with his George M. Cohan takeoff on "Yankee Doodle Dandy," with Dave Mallen supplying the offstage singing voice. The Jeannie Sook & Ted Roman team nake up another strong turn with their slow motion hoofing routine on fee which they execute with precision.

Douglas Duffy has another solid act in his drunk session complete with wobbles, spins and pratfalls. His unsuccessful efforts to pick up his hat get lots of laughs. Edith Kandel & Ernest Mann register okay with some standard ice ball-roomology.

Sid Stone's pitchmen's act is

roomology.

Sid Stone's pitchmen's act is familiar but still effective. It's a fast, double-talking turn hinges on Stone's accurate carbon of the sidewalk hucksters. Slapstick gimmick, in which Stone covers the face of his stooge (Murray Henkins) with a cure-all cream, is surefire.

cream, is surefire.

Production numbers are somewhat routine with the opening sequences pitching up a flock of oldie tunes sung by Ted Thurston, who's dressed as a World War I doughboy. Closing number is the patriotic rouser with the line of femme and male dancers decked out in red-white-&-blue with a luge American flag as a backdrop and Cohan's "You're a Grand Old Flag" as the theme. It's a cliche closer guaranteed to earn a powerful mitt from the customers.

Bob Boucher batons the house.

Bob Boucher batons the house of in competent style with Ray orter dittoing as director of the moral group. choral group

Empire. Edinburgh

Edinburgh, July 3.
Burl Ives, Wilson, Keppel & Bet, Chiford Stauton, Arthur Worsy. Elimar, Godfrey & Kerby, lack & Lucas, Gordon L. Rolfe ty, Clifford ley, Elimar, Plack & Lu

Burt Ives, U. S. folk singer, scores a big success on this, his first regular vaude date of career, and opening stint in eight weeks British provincial tour. In 42- minute act he wins sympathy from stubholders, having strong appeal with his simple, homely tunes in well-chosen songalog. Absence of any bombast or star complex gives him winning way with customers, singer standing informally before the mike and strumming away at his guitar. British TV and radio reputation preceded him here.

But Ives, U. S. folk singer, serious a big success on this person of the likely gross for any pic of the gross gross for any pic of the gross gross for any pic of the gross gro

albeit in varying forms. Trio consists of two mustachioed gents and one brunet looker, the gents sand-shuffling across stage in night-dress type of garb. Eccentric style of comedy is, as usual, clicko.

Clifford Stanton is an away-from-the-usual run of impression-ists, combining histrionic and speaking talent with flair for mimicry Isee New Acts.] Arthur Worsley in an English vent with sound ability, and a clever (in parts) line of patter between himself and his dummy, Charlie Brown. Act, however, could be usefully pruned.

Elimar, male juggler, does his tricks on the slack wire, after ballancing clubs hoops and rubber balls on solid stage. He has lively gal assistant who really seems interested in her work.

Godfrey & Kerby are. n.s.g. ancient bearded yokel and gal act, with indigo touch too much to fore, particularly in opening remarks about the old one's fiddle. Flack & Lucas, two males, are allowed and solve average, hoofers, wearing Royal Blue suits and dancing atopy four blown-up dominoes. Gordon Rolfe gives worthwhile showbacking with resident house orch.

Abbillo. N.

Apollo, N. Y.

Ruth Brown, The Crickets (5), Sonny Stitt Orch (12), 2 Cantons, "Shorts" Davis, Spo-Dee-O-Dee; "Lady in the Iron Mask" (20th).

Ruth Brown, one of the hottest recording artists (Atlantic Records) in the rhythm and blues field, is be insurance for the Apollo this sesh. Chirp's vibrant delivery, with the accent on sex, is a sure audience pleaser. Also a strong plusfactor at the house is the nifty acro turn contributed by the Two Cantons, Oriental brother act. Another entry of some lure importance is The Crickets, vocal quintet reviewed under New Acts.

Holding down the band assign-

The Crickets vocal quince viewed under New Acts.

Holding down the band assignment is the Sonny Stitt orch, comprised of three rhythm, five brass and four reed, with bandleader playing a variety of saxes. Crew bangs out an okay beat along progressive lines. Besides opening show, band takes over around the midway mark to offer two numbers, with Stitt demonstrating his saxing ability.

midway mark to once the same with Stitt demonstrating his saxing ability.

Comedy offered by Spo-Dee-O-Dee is weak. In addition to filling in with a patter turn, comic does a bit with tapster "Shorts" Davis, another New Act. Hand-to-hand action by the Cantons is excellent. High spot has the brothers performing various aero stunts while twirling dishes on the end of a stick.

stick. Miss Brown socks across six tunes in the closing frame. Song-stress, decked out in a tight, low-cut gown, spices tunes with a bedroom flavor, Output includes 'Miss Brown's Back in Town,' "5-10-15 Hours,' "Daddy, Daddy, "Hold Me, Thrill Me, Kiss Me" and "Mama, He Treats Your Daughter Mean."

Jess.

Olympia. Miami Sans Souci Revue with Estela Litico & Mario, Rostia & Antonio, Lil. Marr. Sans Souci Dancers, Leonardo & Antia, Brenda & Val-enti, Les Rhode House Orch.; "The Big Frame" (RKO).

Palace, N. Y.

Church & Hale, The Nivellis (2), Joe Phillips, Larry Marvin, "Pig-meat" Markham & Co. (4), The Barrys (2), Benny Meroff (with meat" Markham & Co. (4), Inc Barrys (2), Benny Meroff (with Kathleen McLaughlin), Wells & 4 Fays, Jo Lombardi House Orch; "Powder River" (20th), reviewed in Variety May 13, '53.

in Variety May 13, 53.

Current Palace bill is in the holiday filler class. A few good acts are offered, but none witheven a near resemblance to impact. Result is an overall listless layout. Strange—or is it?—how some poor fodder is devoured by pewsters in which peasants seem to dominate. If an act had to go by that kind of reaction, its head would be swelled beyond repair. A particularly pallid turn is by Joe Phillips, doing a World War Imonolog in misfit khaki. His recitative is ancient and poorly-timed. The crowd gives him a good mit. An even bigger response is rated by "Pigment." Markham & Co. Negro comedy foursome that regulars at the Harlem Apollo and is also a Palace familiar. Standard courtroom skit is about the noisiest act around.

Third in the comedic string is Benny Meroff, in next to closing with jokes, song bits, playing of a variety of straight and screwy instruments and a real funny routine apeing Ted Lewis, except that

Benny Meroff, in next to closing with jokes, song bits, playing of a variety of straight and screwy instruments and a real funny routine apeing Ted Lewis, except that Meroff handles the battered topper even better. His foil, Kathleen McLaughlin, brings wolfcalls and deserves 'em for that face and chassis.

There's a peppy opener in the tap stint of George Church & Marilyn Hale, with neat duo cleating softshoe whirls and solos. Blonde personable Miss Hale does a nitty interpretive dance and partner is graceful. Deuce is filled by Nivelli, veteran magico assisted on props by his wife. Full-dressed gent has a long line of excellent tricks, although the salesmanship can stand improvement. There's another terp act, but from the ballroomology shelf, in the Barrys, a mixed twosome with nice lift and whirl patterns plus a "Sleepytime" stanza that's well delineated and puts them over.

Bill's singer is tall Larry Marvin.

patterns plus a success.

that's well delineated and puts them over.

Bill's singer is tall Larry Marvin, garbed, in white suit and strawhat for no particular reason. Essays mostly ditties in muscular baritone, does "Rockabye" with probable intention of imitating Jolson and also handles a medley with no style worth the mention. Can use some current standards to lift him from the depths. Snappy closer is provided by the tumbling, table contortions and comedy boxing a dance of Wells & Four Fays, a rapidfire colorfully-attired group, to Jo Lombardi backstops the show.

Empire, Glasgow Glasgow, July Tessie O'Shea (with Ernest W Pesste O State (unit et rites) wand pola), Johnny Lockwood, Johnny Matson, Olga Varona, Mona Mc Call, St. Denis Bros. & Beryl (3) Granger Bros. (2), Marie de Vere Lovelies (8), Jack Puttnam Orch

audience the impression of a friendly, unaggressive type who knows his business. He plays trumpet at same time as accordion, then lights eigar and smokes while playing. Finally he lights another cigar and puffs at the two while still fingering the accordion-and blowing the trumpet. Big hand for this novelty, and ditto for "Summertime" from Gershwin's "Porgy and Bess."

Olga Varona, chestnut-haired gal high up on her trapeze, leads four femme aides in an easy-on-the-eyes ballet scene in mid-air. After the interval (which at show caught was too long) the Granger Bros. score with an eccentric dance, being garbed as workmen in buff-colored overalls. Johnny Lockwood portrays a schoolboy smoking fags and drinking whisky in a sketch with Dennis Lewes. Foot-tapping Grangers close the show along with chorines, Miss O'Shea walking down as a top-hatted Judy Garland.

Pavilion. Louroek

Pavilion, Gourock
Gourock, Scot., June 29.
Denny Willis with Jimmy Plant;
Fraser Hayes: Quartet, Babette &
Raoul, Billy Cameron, Irene Campbell, Anna Scott, Campbell Nicol,
May Moxon Girls (6), Billy Rose
Orch.

May Moxon Girls (6), Billy Rose Orch.

Summer layout is notable for clicko performance of young Scot comedian Denny Willis. Expertly fed by longtime foil Jimmy Plant, he proves capabilities and shows potency to become a top comedian. He is a son of Dave Willis, retired Scot comic whose naturally funny Chaplinesque style made him big fave over the years and a recent success on British TV.

By a curious coincidence, Willis is being fed by same English foil as was his pater. New comic has tall, lanky figure, gangling gait and a 'sillyboy' manner. He scores solidly and is especial favorite with juves at this Clyde coast theatre. Still needed is a gimmick catch-phrase to identify him with the customers. Willis has good comedy material, particularly a sketch with Plant in which he plays a medico doing a surgical operation by television and using a screen for shadow effects.

Rest of show is fairly pleasing, with standout adagio dance routine from Babette & Raoul, Scot act despite Continental-sounding name. Layout is solid in terping, more useful work here coming from youngsters Billy Cameron and blonde looker Irene Campbell, Vocally, the best act is the Fraser Hayes Quartet, three fellows and one gal, a blonde, fluffy looker. Combo is strong instrumentally.

Casino. Toronto
Toronto, July 3.
Pearl Bailey & Lou Bellson, Nicoli Knight, Wong Sisters (2), Arwood's Dogs, Danny Drayton, Archie Stone House Orch; "My Man and I" (M-G).

With plenty of that traditional stage savvy, Pearl Bailey has the audience well in hand from her opening recitative. "15 Years." her "Still Serving Time" and "Lone-somest Gal in Town." Second set includes "Birth of the Blues," "Tootsie," "Takes Two to Tango," and a wham finale of "Tired." Aud response is terrific. It's also Miss Bailey's breakaway, non-chalant chatter to background music that unerringly sells, with the part-time monologist getting back in the song groove just in time to-finish with the band on time in phrasing.

Seville, Montreal Montreal, July 4

Gordon MacRae (with Sheita Stephens), Honey Bros. (3), Angel, Bobby Joyce & Ginger, Evers & Dolorez, Len Howard Orch (6); "The Lady Pays Off" (U).

Loaded with personality and exhibiting an affable easygoing man-ner, Gordon MacRae is surefire with all age groups in current Se-ville layout. As headliner, Mac-Rae tees off his session with a special intro number, reprised a special intro number, reprised a brace of his Capitol disclicks and then kids around with an impresh set that includes Bogart, Croshy and a nifty "Yankee Doodle Dandy" a la Cagney, complete with patter and hoofing.

patter and hoofing.

MacRae's attractive wife, Sheila Stephens, makes entry about this time and couple wow with nonchalant chatter and song. Gal is a looker from every angle and is a definite asset to act without impairing the MacRae presentation in any way. In the vocal slot, MacRae shows plenty of range, solid phrasing and an ability to interpret a ballad without going over board as shown in his version of board as shown "I Believe," wh wn in his version which he uses as begoff.

begoff.

Remainder of program is topnotch and house manager Archie
Laurie has assembled the showcase for best visual and pacing
possibilities: Evers & Dolorez take
the opening and offer a neat wire
routine highlighted by the shapely
femme doing a toe number on the
thread for a sock clincher;

The Honey Bros. do emcce
chores throughout which breaks
monotony of usual intro bits and
then pick up a big reception for
their general tumbling comedics
before MacRae makes his appearance.

ance.

before Mackae makes his appearance.

A moppet, called Angel, still a couple of years from her teens, presents a ventro sequence with the flourish and savvy of an experienced trouper. Clad in a frilly party dress, patent leather shoes and a big bow in her hair, Angel works first with a single doll and then brings on a second for some amazing voice tossing. Kid has a strong set of pipes during own song fests, a well-disciplined script and her three-voice warbling in finale is standout. Besides novelty appeal of her youth, Angel stacks up easily with many adult performers in this particular groove.

Bobby Joyce & Ginger return to tap out more of their numbers on the Seville boards to same big mitt and the house orch under direction of Len Howard does okay job on all counts.

Newt.

5th 'Kettle'

Continued from page 1 =

of the likely gross for any pic of this production calibre.

this production calibre.

Surprising aspect of "Vacation" is that its bo. is just about even with all predecessors in the marathon series. Marjorie Main and Percy Kilbride, leads in the pix, aren't generally recognized as in the same league with, say, Dean Martin & Jerry Lewis, yet the combo continues to click with the same degree of consistency "Vacation is

Scene Shifts to 'Neutral' Detroit For Meet of Chi Cafemen and AGVA

Chicago, July 7.

A meeting between the Cafe Owners Association of Greater Chicago and the American Guild of Variety Artists is slated to start on Thursday (9) in Detroit. Exces of both organizations will get together in what is described as an attempt to settle differences on neutral territory away from membership pressure.

Suggestion for a meeting comparison of the c

bership pressure.
Suggestion for a meeting came from the Chi owners following failure to get an injunction against AGVA to prevent any harassments from the union. Court provided further time to both sides to file briefs. There was to have been a hearing last week in the Chi Federal court, but legal battle was postponed pending the Detroit talks.

The tiff between AGVA and COAGC has been running for several months, having started with the union's demand for a \$2.50 welfare contribution weekly for each performer. Several niteries resisted this attempt and have been getting along without AGVA performers.

getting along without AGVA performers.

Both sides are approaching the meeting with an extremely wary attitude. General feeling prevails that the major purpose of the huddle is to exhaust all possibilities of settlement so that the courts or state or Federal mediation service will be forced to step into the dispute. The cafemen would like the Feds to step in, believing that it would imply that AGVA is servicing members that are engaged in interstate commerce and thus the union would be subject to Taft-Hartley Act. AGVA says that niteries are not in interstate commerce and that T-H has no jurisdiction in this dispute.

Name of the hotel where confab will take place hasn't been revealed as yet.

Meeting will be watched with interest by the Theater Besternest.

Meeting will be watched with interest by the Theatre Restaurant Owners of America, which while not affiliated with the Chi group, is working harmoniously on matters relating to AGVA. TROA met last week in Pittsburgh where it was decided that Lenny Littman, operator of the Copa there, would remain as acting president of the organization, at least until the next convention is held in September, probably in Atlantic City, Litman stepped tinto the post after Lou Walters, of Latin Quarter, N. Y., had resigned the presidency.

Walters, of Latin Quarter, N. Y., had resigned the presidency.
Colonel Maurice Lutwack, attorney for the TROA, was voted a three-year contract at the Pitt confab and two field men were hired to assist executive secretary Dave Fox. Also 93 new members were voted in. There was only the briefest discussion of TROA's troubles with AGVA although nitery owners expressed a determination to see the battle through to a finish.

Tahoe Cafe May Switch Over in \$1,230,000 Action

Reno, July 7.
Operation of the Stateline Coun-

Operation of the Stateline Country Club, booker of top talent during Lake Tahoe's summer session, was due to be taken over today (Tues.) by Anthony Grech and Paul Venturi, California casinoists. Grech and Venturi sued Nick Sahati, Stateline owner, for \$1,230,000, alleging he backed down on an agreement to give them a five year lease on the premises. They asked that the club be placed in the hands of a receiver pending outcome of the court action.

Sahati agreed to a settlement last Friday (3) and said he was willing to give the Coasters a five-year lease as soon as the two men completed payment of the first year's rent of \$120,000. The spot will fall into the hands of receivers if the suit is not settled on schedule.

The Bay Area duo seek \$1,200-

The Bay Area duo seek \$1,200,-000 for loss of anticipated profits during the five-year lease period, plus the return of \$30,000 they

Billy Shaw 0.0.'s British Acts, Inks Marian Bruce

London, July 1.

American agent Billy Shaw, who arrived in London to look over talent, signed Negro songstress Marian Bruce, whom he heard at a Royal Festival Hall jazz concert. He also made an offer to English bandleader Ivy Benson, who runs her own All-Girl band, for a 44-week season in the States. Shaw later left for Amsterdam.

Borge, Jessel Top Mpls. Aquatennial

Minneapolis, July

Impending indoor show of Aqua-tennial, local annual summer mardi gras, will have Victor Borge and George Jessel for headliners and lineup of acts will include the McGuire Sisters and Lu Ann Simms

Show is a promotion of station WCCO, its sixth annual, and is presented in the 10,000-seat Auditorium for a single night, July 13, before a live audience which pays admission. Station also sends show over air, but only had it on CBS network twice.

Previous shows have been headlined by Bob Hope, Arthur Godfrey, Eddie Cantor, Edgar Bergen and Dennis Morgan.

Otherwise, Aquatennial also will in clude, as usual, the big Al Sheehan combo stage-water show, the Aqua "Follies," which runs 10 nights; huge night and day parades with elaborate floats, and many other events.

L.A.'S COCOANUT GROVE **BUYS 'EM BY THE HOOF**

Los Angeles, July 7.
Dance acts predominate at the Ambassador Hotel's Cocoanut Grove for the next four months.
The Szonys and Patachou open next Wednesday (15), to be followed by Marge & Gower Champion, Aug. 26. Latter will share billing with Andy & Della Russell. Grove goes back to song stuff Sept. 9 with Jane Powell and then returns to the feet beat with Darvas & Julia, acrodance turn, opening Sept. 30.

A.C.'s Big Holiday With Lotsa Talent

Atlantic City, July 7.

With the weatherman cooperat ing 100%, this resort had a socko Fourth of July weekend though businessmen said their figures were

businessmen said their figures were slightly under those of a year ago. That was only because of the two-day holiday this year against a three day weekend last season. At Steel Pier, Johnnie Ray in a return visit played to capacity houses over the holiday period. He gave eight shows on Saturday and Sunday playing to an average of 4,000 at each. George Hamid, Jr., sone of the pier's owner and the organization's v.p., saw business as a bit under last year's Fourth, blaming the shorter span. Jonathan Dwight, who this year is producing shows in two resort theatres, The Gateway Musical Playhouse at suburban Somers Point and the Quarterdeck Thea

cal Playhouse at suburban Somers Point and the Quarterdeck Theatre here, was more than pleased with the b.o. for "Carousel" at the Playhouse and "Angel Street" at the Quarterdeck.

All seasonal night spots with the ones operating throughout the year reported excellent weekend houses. Paradise, second big sepia cafe, opened with Stump & Stumpy featured in this year's "Tropicana Revue."

plus the return of \$30,000 they paid Sahati as the first installment of rent.

Stateline's first show of the season starred Joni James and now has Nellie Lutcher in the marquee Ossition. Milton Deutsch will continue booking shows for the spot.

'Ice Revue's' Brit. Opener

Dudley, Eng., July 7.

New Bernard Delfont "Ice Revue," starring Belita and British singer Bruce Trent, has opened at the Hippodrome here, with a tour to follow. Silent mimic Eddie Vitch, is also featured.

Production is by America's Dick Barstow.

2-a-Day Hither And Yon But It's Loaded With 'Ifs'

Two-a-day vaude is seen as spreading considerably in the fall. Negotiations are now on for Danny Kaye to play a Shubert house, possibly the Shubert, Philadelphia, in the fall for an indefinite run.

The Philadelphia deal for Kaye has just been started and indications point to an October stand for the comic. How much time he'll be able to give top-priced vaude in that town will depend on his film commitments.

In New York, RKO toppers are striving to start the name shows in October at the Palace. Deal is currently on for Jack Benny to tee off the proceedings. Ho we ver, that's hanging by a fairly tenuous thread and it's likely to be called off at any moment. RKO exces would also like to get repeats on Kaye, Judy Garland and Betty Hutton, but Palace dates for these headliners appear to be improbable at this time. Kaye makes it a policy not to play the same city two years in a row. Miss Garland has a film commitment and. Miss Hutton is not including N.Y. two-a-day on her winter prospectus at this time. Fred Astaire has turned down a Palace deal.

The Curran, San Francisco, has been the most consistant user of high-priced vaude. Proximity to Hollywood is given as one reason for its ablility to get a greater supply of headliners. Filmsters are more agreeable to ward playing that house than the Palace because the latter is regarded as the top prestige date in the country and an act has to make sure he's in top shape before essaying that stand. Curran has Tony Martin booked, among others.

Chicago hasn't set any two-aday deals as yet, but the Shubert as well as the other legit houses in that town are open to any propessition and some are actively going out for such deals.

Kaye's Palace deal of last year has set the pattern for negotiations with other headliners. He received 60% of the gross up to \$40,000 and 65% of the take beyond that. He paid for the orch, surrounding acts and shared in the advertising costs. Most headliners look for the same type of deal, but RKO wants a type of contract that would permit them to

Billy Daniels Hits 'Em With That Old B.O. Magic in His London Palladium Return

London Palladium Keturn

London, July 7.

Billy Daniels eclipsed last year's top reception when he exited to a boffo ovation after a high-powered songalog highlighted by "Yiddishe Momma" and "Black Magic." Negro songster, with staunch support from his pianist, Benny Payne, came on to a powerful mitt which kept on mounting as his act progressed. The band found it necessary to play the national anthem to quell the enthusiasm.

Chris Cross repeated his previous success at this house and dancer Betty Luster, in her Palladium debut, made an excellent impression. Another crowd-pleaser was Dave Apollon, who was aided by pianist Laverne Gustafson and comedienne Elaine.

pianist Laverne Gustaison and comedienne Elaine. Others on the bill are comedian Stan Stennett; Desmond & Marks, comedy acrobats; Three Houcs, jugglers; Lacy Troupe, equilibrists, and the Volants, a tumbling act.

AGVA Uses Paid-Up Card Gimmick To Sweep Acts Off Catskill Stages

Sinatra Pacted for 3 Playdates in Scotland

Ayr, Scotland, June 30.

Frank Sinatra will play a onenight stand at Green's Playhouse
Cinema here July 12 following a
vaude week at the Empire, Glasgow. Singer will do two shows,
with \$2 top. Ayr is vacation spot.

Sinatra goes to Dundee for another two shows the following day,
playing the Card Hall. This is the
house both Danny Kaye and Bob
Hope played last year. Billy Ternent showband will back up Sinatra on all dates. Burl Ives is
pacted for week following Sinatra,
with Frankie Laine set for August.

Long Branch Shorts Strips

The Walter Reade burlesque operation, the Paramount Theatre, Long Branch, N. J., is being given a hard time by civic authorities. Police last week arrested four strippers charged with giving indecent performances, and at the same time a petition was presented to the city commission to ban this form of entertainment.

to the city commission to ban this form of entertainment.

Four girls, Gabby Williams, Mary Mack, Jo Shannon and Naomi Shildcrout, were held in \$500 bail for the grand jury. Same action was taken against manager Frederick Bartholdi.

Civic and religious groups had been attempting to get the city to ban the burlesque operation even before opening. However, it was found that there was no legal ground to prevent operation and a license had to be granted. Since then, the management has charged systematic molestation by the city because of pressures of various groups.

Warrants against the girls stated that each of the dancers "exhibited and displayed to the audience her naked female body in diverse, leaved fifthy gaudy Inscitutes ob.

naked female body in diverse, lewd, filthy, gaudy, lascivious, ob-scene, indecent, scandalous and de-generate postures, actions and po-

sitions."
Al & Belle Dow, N. Y. bookers, are in on the operation of house with the Reade interests.

FONTAINE PINCH-HITS FOR 2 N.Y. COPA ACTS

Frank Fontaine, who is now at the Paramount Theatre, N. Y., played the Copacabana twice within a week. Comic replaced Dominique who was in an auto mishap, last Thursday (2), and went in on Saturday for Joyce Bryant when her voice gave out. As a result, Music Corp. of America is now dickering for a Fontaine stand with Jules Podell; Copa's operator. Nitery's fall season will start with Martin & Lewis, who go in Sept. 17.

Allan Jones Heads Up Blackpool Summer Grind

Blackpool, June 30.
Allan Jones, U. S. singer, heads the annual summer stint at Winter Gardens Pavilion here under banner of George and Alfred Black. The conic is North-of-England funster Ken Platt, with Alfred Black directing.
Support team includes English comedy due Morecambe and Wise-

comedy duo Morecambe and Wise, and Rob Murray, Australian dead-

pan juggler.

The Black brothers are also presenting a \$120,000 production.

The Show of Shows." Company of 75 is headed by Les Compagnons de la Chanson (French singing group), Harry Secombe, Eve Boswell and Harry Bailey.

Blackpool, w.k. English holiday resort, has developed in postwar years to become one of the more important vacation entertainment centres.

uild of Variety Artists i atskill Mountain belt hit on Catskill Mountain both hit on a new strategy over the July 4th weekend in an effort to support the Hotel and Restaurant Employees Union in latter's attempt to get recogni-tion in the N, Y, state mountain hotels. Selected for the first show of power are the two largest op-erators in the area. Grossinger's

of power are the two largest operators in the area, Grossinger's, Ferndale, and the Concord, Kiamesha Lake. The hotel union picketed by automobile, on foot and by plane.

In both hotels, AGVA's attempt to line up support is based on the enforcement of regulations now on the books. An artist must have a paid-up card at all times and must be able to show the contract for the job whenever an accredited union rep so demands. By enforcing these rules, it became possible to prevent several performers from working. This method of support is considered more desirable since a direct order to performers not to go on, in sympathy with another union, may force a question of conflict with the Taft-Hartley Act's ban on secondary boycotts. The method AGVA employed over the weekend thus skirts any possible violation. This is especially true in view of the fact that the performer union has, on previous occasions, pounced down on cafes, theatres and club dates, and ordered acts to show paid-up cards and contracts before permitting them to go on:

Paid-Up Paradox

Strategy based on paid-up cards

them to go on:

Paid-Up Paradox
Strategy based on paid-up cards
and contracts offered some contradictions in its mountain application. For example, the Footnotes,
slated for the Concord, weren't,
given a chance to pay up delinquent dues. However, other acts
were forgiven a slight delinquency.
Artie Rice, the AGVA rep, waited until the overture was on and
then made the demand for the
show of cards. Thus the performer didn't have a chance to run back
to the dressing room, since even

er didn't have a chance to run back to the dressing room, since even the male entertainer doesn't carry a wallet for fear of bulging or destroying the lines of the drape. The strategy was partially successful. Several performers defied Rice. Among them was Helen O'Connell, appearing at Grossinger's, who was given a summons to appear before the New York AGVA board.

Hotel union reps last week appeared before the AVGA executive board and asked their support in an effort to get recognition in the mountain belt. Board voted to back them.

mountain belt. Board voted to back them.

The hotelmen had obtained a temporary injunction from Supreme Court Justice William Costa sitting in Montleello, Papers were served Friday (3) on members of the picket line, but they were generally disregarded as none of picketers were officials of (Continued on page 62)

3 West End Niteries Shutter in Dog Days

London, July 7.
Aftermath of the Coronation spending spree is a slump in London's West End nitery traffic, as a result of which several clubs are shutting down for a month or so,

result of which several clubs are shutting down for a month or so, to weather the depression.

Although this is the time of the year when a slump can be expected—what with holidays and long evenings taking people away from the night spots—the falling-off in customers is much more marked than usual. Many of the niteries that would close down anyway just now are shutting their doors with a sigh of relief.

The Cafe de Paris is closing for seven weeks, from Aug. 1 to Sept. 25. La Ronde is closing for August, and the Don Juan is also closing down for the same month.

Significant sign of the times is that the Empress Club is dropping one of its bands; the Copacabana has cut four musicians from its two combos, and that Santiago's rumba bond at the Bagatelle has left to

combos, and that Santiago's rumba band at the Bagatelle has left to be replaced by Johnny Kerrison's four-piece Latin-American group.

Olsen & Johnson will start a round of cafe dates in the fall. Duo have already been booked for the Last Frontier, Las Vegas, Oct. 26.

Other stands are being lined up.

"Broadway Memories," ice revue with Sid Stone, The Bruises (3), Ted Thurston, Douglas Duffy, Edith Ted Thurston, Douglas Duffy, Eduh Kandel, Ernest Man, Jeannie Sook & Ted Roman, Bobby Blake, Roxy Skating Blades & Belles, Chora-leers, Bob Boucher House Orch; "White Witch Doctor" (20th), re-viewed in Vaniety June 17, "53. Orch;

Timed for the July 4 holiday, he current Roxy show is a color-ul ice layout with a patriotic and lostalgic musical format. Although blade spectacles tend at the same ideas from show to how, this bill has some fresh an-es and gets an additional lift om Sid Stone's non-ice routine.

from Sid Stone's non-ice routine.
The standout blade bit is turned in by the Three Bruises, a male comedy team with a bagful of clowning stunts. Trio is garbed as washerwomen and use the palls and brooms as props for their roughhouse anties. Each member of this combo is a superlative trick performer on ice and they add up to a consistently funny team.

am.

Ice dancer Bobby Blake also
icks with his George M. Cohan
keoff on "Yankee Doodle
andy," with Dave Mallen supply-Ice with his "Yanke takeoff on "Yanke Mallen supporting the offstage singing voice. The Sook & Ted Roman team of the offstage singing routine the offstage specific with the sound of the state of of the s up another strong turn with slow motion hoofing routine se which they execute with

on ice which they execute with precision.

Douglas Duffy has another solid act in his drunk session complete with wobbles, spins and pratfalls. His unsuccessful efforts to pick up his hat get lots of laughs. Edith Kandel & Ernest Mann register okny with some standard ice ball-recompling. roomology.

okay with some standard reroomology.

Sid Stone's pitchmen's act is
familiar but still effective. It's a
fast, double-talking-turn which
hinges on Stone's accurate carbon
of the sidewalk hucksters. Slapstick gimmick, in which
Stonecovers the face of his stooge
(Murray Henkins) with a cure-all
cream, is surefire.

Production numbers are somewhat routine with the opening sequences pitching up a flock of
oddie tunes sung by Ted Thurston,
who's dressed 4s a World. War I
doughboy. Closing number is the
patriotic rouser with the line of
femme and male dancers decked
out in red-white-&-blue with a
huge American flag as a backdrop
and Colon's "You're a Grand Old
and Colon's "You're a Grand Old e American flag as a backdrop Cohan's "You're a Grand Old g' as the theme. It's a cliche ser guaranteed to earn a power mitt from the customers.

I mitt from the cases.

Rob Boucher batons the house che in competent style with Ray orter dittoing as director of the Herni.

Empire. Edinburgh

Edinburgh, July 3.

Burl Ires, Wilson, Keppet & Betty, Clifford Stanton, Arthur Worsley, Elinar, Godfrey' & Kerby, Flack & Lucas, Gordon L. Rolfe

Burl Ives, U. S. folk singer, seers a big success on this, his first regular vaude date of career, and opening stint in eight weeks British provincial tour. In 42-minute act he wins sympathy from stubholders, having strong appeal with his simple, homely tunes in well-chosen songalog. Absence of any bombast or star complex gives him winning way with eustomers, singer standing informally before the nike and strumming away at his guitar. British TV and radio reputation preceded him here.

putation preceded him here.

Ives tees off with philosophical
nog called "Watch the Doughut,
of the Hole." From tunes of the
ennessee mountains he brings an
teresting newcomer, "The Great
hite Bird." and has audience parcipation in "Eating Googer Peas."
chieving chorus effect from an
dinburgh Empire audience, parcularly, at, first, house (show
aught), is difficult feat, stubboldres, here being notoriously dead
and stuffy as compared with the
nore volatile. Glasgow. Empire more vous customers Ives simple, direct woach, His v simple, direct and sincere ap proach. His w.k. number, "Bi Rock Candy Mountain," which h describes as about the hereafte

Rock Candy Mountain," which he describes as about the hereafter for American hoboes, wins solid mitting, as does "Foggy Foggy Dew."

As tribute to Scotland and Cueen Liz, Ives does the very brief; "Welcome the Rose" verse, written for an earlier Queen Margaret. He also clicks big with "Noah Found Grace, in the Eyes of E Lawd" and with a torch song, "Tell Me Your Story." He has appeal both to juves and adults, and is welcome contrast after line of noisy U. S. vocal names. Support bill is angled for laughs and garners Support bill is average. Wilson, Keppel & Betty, classic English, Valenti's heel and toe work aton nous. "Cleopatra's Nightmace" act, which never seems to tire stub-holders despite years of repetition.

Overhoard on the terping although discreting with swell staged and goes big for the setup with the bings of My Heart" and "Low Is Strings of My Heart" and "Low Is Strings of My Heart" and "Low Is Strings of My Heart" and "Low Is Where You Find It," plus an attractive Italian number which she tractive Italian number which she with gay where You Find It," plus an attractive Italian number which she with color of Leonardo Leon

albeit in varying forms. Trio consists of two mustachioed gents and one brunet looker, the gents sand-shuffling across stage in night-dress type of garb. Eccentric style of comedy is, as usual, clicko. Clifford Stanton is an away-from-the-usual run of impressionists, combining histrionic and speaking talent with flair for minicry (see New Acts). Arthur Worsley in an English vent with sound ability and a clever (in parts) line of patter between himself and his duminy, Charlie Brown, Act, however, could be usefully pruned. Elimar, male juggler, does his tricks on the slack wire, after balancing clubs, hoops and rubber balls on solid stage. He has lively gal assistant who really seems interested in her work. Codfrey & Kerby are n.s.g. ancient bearded yokel and gal act, with indigo touch too much to fore, particularly in opening remarks about the old one's fiddle. Flack & Lucas, two males, are above-average hoofers, wearing Royal Blue suits and dancing atop

marks about the old one's fiddle. Flack & Lucus, two males, are above-average hoofers, wearing Royal Blue suits and dancing atop four blown-up dominoes. Gordon Rolfe gives worthwhile showbacking with resident house orch.

Apollo, N. Y.

Ruth Brown, The Crickets (5), Sonny Stiff Orch (12), 2 Cantons, "Shorts" Davis, Spo-Dee-O Dee; "Lady in the Iron Mask" (20th)

Ruth Brown, one of the hottest recording artists (Atlantic Records) in the rhythm and blues field, is b.o. insurance for the Apollo this sesh. Chirp's vibrant delivery, with the accent on sex, is, a sure audience pleaser. Also a strong plus factor at the house is the nifty acrotum contributed by the Two Cantons, Oriental brother act. Another entry of some lure importance is The Crickets, vocal quintet reviewed under New Acts.

The Crickets, vocal quintet reviewed under New Acts.

Holding down the band assignment is the Sonny Stitt orch, comprised of three rhythm, five brass and four reed, with band-leader playing a variety of saxes. Crew bangs out an okay beat along progressive lines. Besides opening show, band takes over around the midway mark to offer two numbers, with Stitt demonstrating his saxing ability.

Comedy offered by Spo-Dee-O-Dee is weak in addition to filling in with a patter turn, comic does a bit with tapster "Shorts" Davis, another New Act. Hand-to-hand action by the Cantons is excellent. Itigli spot has the brothers performing various acro stunts while twirting dishes on the end of a stick.

Miss. Brown, socke, agrees sixty.

Miss Brown socks across six tunes in the closing frame. Song-stress, decked out in a tight, low-cut gown, spices tunes with a bed-room flavor. Output includes "Miss Brown's Back in Town." "5-10-15 Brown's Back in Town," "5-10-15 Hours," "Daddy, Daddy," "Hold Me, Thrill Me, Kiss Mc" and "Mama, He Treats Your Daughter Mean."

Olympia, Miami

Miami, July 4.
Sans Souci Revue with Estela,
titico & Mario, Rosita & Antonio,
il Marr, Sans Souci Dancers;
conardo & Anita, Brenda & Valtit, Les Rhode House Orch.; "The
tan France" (PRO) Blg Frame" (RKO).

Version of the lavish revue offered last winter at plush Sans Souci Casino in Havana is in featured slot this week and marks up high rating with the stub-holders

up high rating with the stub-holders.
It's a fast and furious shindig, with accent on uninhibited native dances. Only lack is comedy, but fast pace and sight values obscure that fact. Sans Souci outdoor stage setting—two flights of stairs, leading to upper level stage—has that fact. Sans Souci outdoor stage setting—two flights of starts leading to upper level stage—has been duplicated, adding to effect. Toppers are Estela, Litico and Mario. The swivel-hipped lass garners hefty reaction with her gyrations encasing rhumba and mambo. Another scorer is team of Rosita & Antonio; Duo stomp out authentic flamenco routines to keep the torvid pace. Production is

Palace, N. Y.
Church & Hale, The Nivellis (2),
Joe Phillips, Larry Marvin, "Pigmeat" Markham & Co. (4), The
Barrys (2), Benny Meroff (with
Kathleen McLaughlin), Wells & 4
Fays, Jo Lombardi House Orch;
"Powder River" (20th), reviewed
in Variety May 13, 53.

in Variety May 13, 53.

Current Palace bill is in the holiday filler class. A few good acts are offered, but none with even a near resemblance to impact. Result is an overall listless layout. Strange—or is it?—how some poor fodder is devoured by pewsters in which peasants seem to dominate. If an act had to go by that kind of reaction, its head would be swelled beyond repair. A particularly pallid turn is by Joe Phillips, doing a World War I monolog in misfit khaki. His recitative is ancient and poorly-timed. The crowd gives him a good mitt. An even bigger response is rated by "Pigment" Markham & Co. Negro comedy foursome that reg-

An even bigger response as reactive to the property of the pro

and deserves 'em' for that face and chassis.

There's a peppy opener in the tap stint of George Church & Mariyn Hale, with neat duo cleating, softshoe whirls and solos. Blonde, personable Miss Hale does a nifty interpretive dance and partner is graceful. Deuce is filled by Nivelli, veteran magico assisted on props by his wife. Full-dressed gent has a long line of excellent tricks, although the salesmanship can stand improvement. There's another terp act, but from the ballroomology shelf, in the Barrys, a mixed twosome with nice lift and whirl patterns plus a "sleepytime" stanza that's well delineated and puts them over:

Bill's singer is tall Larry Marvin garbed in white suit and start garbed in white suit and strawhal for no particular reason. Essays mostly ditties in muscular baritone, does "Rockabye" with probable intention of imitating Jolson and also handles a medley with no style worth the mention. Can use some current standards to lift him some current standards to itt min from the depths. Snappy closer is provided by the tumbling, table contortions and comedy boxing dance of Wells & Four Fays, a rapidfire colorfully-attired group. Jo Lombardi backstops the show. Trau.

Empire, Glasgow

Clasgow July 1:
Tessie O'Shea (with Ernest Wampola), Johnny Lockwood, Johnny Matson, Olga Varona, Mona MacCall, St. Denis Bros. & Beryl (3), Granger Bros. (2), Marie de Vere Lovelies (8), Jack Puttinam Orch.

Current Empire bill can't keep away from Americans. Sandwiched between a long line of U.S. vocal stars and more of similar variety to come, it features a top British comedienne plus fair support, highlight of latter being Johnny Matson, American trumpet and accordion player. Matson even has his wife, soprano Mona McCall, with the show, each half of this very recent Mr. & Mrs. team doing a solo turn on first segment of layout. Bill-topping Tessie O'Shea, largesized English comedienne, offers the kind of warm act that is solid clicko with stubholders (see New Acts). She has capable backing at the 88 from Ernest Wampola. Show opens brightly and colorfully with a grande fiesta scene, the two Granger Bros. putting in some useful hoofing and the Marie de Vere chorines proving attractive. St. Denis Bros. & Betyl are an out-of-the-rut acro specialty. Beryl being a looker with personality. Highlight of turn has one of the brothers doing a somersault five times, each on one foot only, Exit to hearty mitting.

Miss McCall chirps sweetly. Her songalog includes, "Zing Go the Strings of My Heart" and "Love Is Where You Find It." plus an attractive Italian number which she tells outfronters she picked up in her native Chicago.

Johnny Lockwood, English comedian, has to overwork to garner laffs with a mildish string of stories, not all of fresh vintage-lis act is also overlong and he outstays welcome.

Looking like a younger version of filmstar George Sanders, 26-year-old Matson enters playing his accordion, then darts into a cowboy travesty as he warbles "Deep in the Heart of Texas." (He's from Current Empire bill can't keep

audience the impression of friendly, unaggressive type who knows his business. He plays trum

friendly, unaggressive type who knows his business. He plays trumpet at same time as accordion, then lights cigar and smokes while playing. Finally he lights another cigar and puffs at the two while still fingering the accordion- and blowing the trumpet. Big hand for this novelty, and ditto for "Summertime" from Gershwin's "Porgy and Bess." Olga Varona, chestnut-haired gal high up on her trapeze, leads four femme aides in an easy-on-the-eyes ballet scene in mid-air. After the interval (which at show caught was too long) the Granger Bros. score with an eccentric dance, being garbed as workmen in buff-colored overalls. Johnny Lockwood portrays a schoolboy smoking fags and drinking whisky in a sketch with Dennis Lewes. Foot-tapping Grangers close the show along with chorines, Miss O'Shea walking down as a top-hatted Judy Garland.

Payilian. Leweck

Pavilion, Gourock
Gourock, Scot., June 29,
Denny Willis with Jimmy Plant;
Fraser Hayes Quartet, Babette &
Raoul, Billy Cameron, Irene Camp bell, Anna Scott, Campbell Nicol, May Moxon Girls (6), Billy Rose

Summer layout is notable for clicko performance of young Scot comedian Denny Willis. Expertly fed by longtime foil Jimmy Plant, he proves capabilities and shows pôtency to become a top comedian. He is a son of Dave Willis, retired Scot comic whose naturally funny Chaplinesque style made him big fave over the years and a recent success on British TV.

By a curious coincidence, Willis is being fed by same English foil as was his pater. New comic has tall, lanky figure, gangling gait and a "sillyboy" manner. He scores solidly and is especial favorite with juves at this Clyde coast theatre. Still needed is a gimmick catch-phrase to identify him with the customers. Willis has good comedy material, particularly a sketch with Plant in which he plays a medico doing a surgical operation by lelevision and using a screen for shadow effects.

Rest of show is fairly pleasing, with standout adaglo dance routine from Babette & Raoul. Scot act

Rest of show is fairly pleasing, with standout adaglo dance routine from Babette & Raoul, Scot act despite Continental-sounding name. Layout its solid in terping, more useful work here coming from youngsters Billy Cameron and blonde looker Irene Campbell.

Vocally, the best act is the Fraser Hayes Quartet, three fellows and one gal, a blonde, fluffy looker. Combo is strong instrumentally.

Gord.

Toronto
Toronto, July 3.
Pearl Bailey & Lou Bellson, Nicoli Knight, Wong Sisters (2), Arvivood's Dogs, Danny Drayton, Archie Stone House Orch; "My Man and I" (M-G),

With plenty of that traditional stage savvy, Pearl Bailey has the audience well in hand from her opening recitative, "15 Years," her "Still Serving Time" and "Lonesomest Gal in Town." Second set includes "Birth of the Blues," "Toolsie," "Takes Two to Tango," and a wham finale of "Tired." Audresponse is terrific. It's also Miss Bailey's breakaway, non-chalant chatter to background mu-Miss Bailey's breakaway, non chalant chatter to background music that unerringly sells, with the part-time monologist getting back in the song groove just in time to finish with the band on time in phrasing

To dress up the act, apart from Miss Balley's snazzy wardrobe, To dress up the act, apart from Miss Balley's snazzy wardrobe, house orch is currently tiered onstage; with singer also having her own accompanist (Lloyd Phillips) at the grand. Lou Bellonstage; with singer also having her own accompanist (Lloyd Phillips) at the grand. Lou Bellson, of course, is at the drums for sharp background and has a four-minute "solo" that maintains his skinbeating rep.

Danny Drayton acts as emcee throughout, warming up the customers for entrance of the Wong Sisters, cute Oriental tapsters in interpolated acro and swift flips to

Sisters, cute oriental tapsfers in interpolated acro and swift flips to a socko. Also over big are Arwood's Dogs, including terriers and pinktinted poodles, with mouth catches, pyramid building, and a clever tumbling finish involving Arwood and the mutts.

Nicoll Knight, shapely pupper teer scores heavily with her little

Nicoll Knight, shapely puppeteer, scores heavily with her little people opening in a hot jazz number, then a neat striptease, and a clever drunk act, all to hefty returns. Knitting the bill throughout, prior to bringing on Miss Bailey, Drayton is his usual expert self on glib patter, eccentric taps, his panto of a girl taking a bath, and a Joe Frisco terp finish in which the comic can't successfully reach the wings without a pratfall. Latpanto of a girl taking a bath, and a Joe Frisco terp finish in which the comic can't successfully reach the wings without a pratfall. Later is very reminiscent but audience is convulsed.

McStay.

Seville, Montreal

Montreal, Montreal, July 4.
Gordon MacRae (with Sheila
Stephens), Honey Bros. (3), Angel,
Bobby Joyce & Ginger, Evers &
Dolorez, Len Howard Orch. (6);
"The Lady Pays Off" (U).

Loaded with personality and exhibiting an affable easygoing manner. Gordon MacRae is surefire with all age groups in current Scville layout. As headliner, Mac-Rae tees off his session with a special intro number, reprised a brace of his Capitol disclicks and then kids around with an impress set that includes Bogart, Crosby and a nift. "Yankee Doodle set that includes Bogart, Crosby and a nifty "Yankee Doodle Dandy" a la Cagney, complete with patter and hoofing.

MacRae's attractive wife, Sheila Stephens, makes entry about this time and couple wow with noncha-lant chatter and song Callice.

time and couple wow with nonchalant chatter and song. Gal is a looker from every angle and is a definite asset to act without impairing the MacRae presentation in any way. In the vocal slot, MacRae shows plenty of range, solid phrasing and an ability to interpret a ballad without going overboard as shown in his version of "I Believe," which he uses as a begoff.

begoff.

Remainder of program is topmotch and house manager Archie
Laurie has assembled the showcase for best visual and pacing
possibilities. Evers & Dolorez take
the opening and offer a neat wire
routine highlighted by the shapely
femme doing a toe number on the
thread for a sock clincher.

The Honey Bross de among

The Honey Bros, do emcce chores throughout which breaks monotony of usual intro bits and then pick up a big reception for their general tumbling comedicabefore MacRae makes his appearance.

ance.

A moppet, called Angel, still a couple of years from her teens, presents a ventro sequence with the flourish and savvy of an experienced trouper. Clad in a frilly party dress, patent leather shoes and a big bow in her hair, Angel works first with a single doll and then brings on a second for some amazing voice tossing. Kid has a strong set of pipes during own song fests, a well-disciplined script and her three-voice warbling in finale is standout. Besides novelty appeal of her youth, Angel stacks up easily with many adult performers in this particular groove.

Bobby Joyce & Ginger return to tap out more of their numbers on the Seville boards to same big mitt and the house orch under direction of Len Howard does okay job on all counts.

5th 'Kettle' Continued from page 1 =

of the likely gross for any pic of this production calibre.

of the likely gross to this production calibre.

Surprising aspect of "Vacation" is that its b.o. is just about even with all predecessors in the marathon series. Marjorie Main and Percy Kilbride, leads in the pix, aren't generally recognized as in the same league with, say, Dean Martin & Jerry Lewis, yet the combo continues to click with the same degree of consistency, "Vacation is 60th in the continuing "Kettle"

U officials claim the "Kettle not strictly the cornball stuff which many other industrywith. kith which many other industry-ities identify them. The Main-Kilbride comedies, they say, click-in part, for the reason that audi-ences like to identify themselves with the two screen characters, of limited worldly circumstances, who pix do particularly well in the

Vaude's Hot Chance

■ Continued from page 1 =

vaude cards can be bought at comparatively small costs. Evidence of that is seen in the operation of the Palace, N. Y., which now gets standard acts at costs much lower than was thought possible several years ago. The agencies have virtually writ-

ten off nabe stageshows as possi-bilities, but offices still feet that there are midtown houses in many cities that should bite on the stage-show proposition in the fall. They point out that the rush for produ

Scene Shifts to 'Neutral' Detroit For Meet of Chi Cafemen and AGVA

Chicago, July 7.

A meeting between the Cafe Owners Association of Greater Chicago and the American Guild of Variety Artists is slated to start on Thursday (9) in Detroit. Excess of both organizations will get together in what is described as an attempt to settle differences on neutral territory away from membership pressure.

bership pressure.

Suggestion for a meeting came from the Chi owners following failure to get an injunction against AGVA to prevent any harassments from the union. Court provided further time to both sides to file briefs. There was to have been a hearing last week in the Chi Federal court, but legal battle was postponed pending the Detroit falks:

The tiff between AGVA and COAGC has been running for several months, having started with the union's demand for a \$2.50 welfare contribution weekly for each performer. Several niteries resisted this attempt and have been getting along without AGVA performers.

Both sides are approaching the meeting with an extremely wary attitude. General feeling prevails that the major purpose of the huddle is to exhaust all possibilities of settlement so that the courts or state or Federal mediation service will be forced to step into the disstate or Federal mediation service will be forced to step into the dispute. The cafemen would like the Feds to step in, believing that it would imply that AGVA is servicing members that are engaged in interstate commerce and thus the interstate commerce and thus the union would be subject to Taft-Hartley Act. AGVA says that niteries are not in interstate commerce and that T-H has no jurisdiction in this dispute.

Name of the hotel where confab will take place hasn't been re-vealed as yet.

TROA 'Watching'

Meeting will be watched with in-terest by the Theatre Restaurant Owners of America, which while not affiliated with the Chi group, Owners of America, which while not affiliated with the Chi group, is working harmoniously on matters relating to AGVA. TROA met last week in Pittsburgh where it was decided that Lenny Littman, operator of the Copa there, would remain as acting president of the organization, at least until the next convention is held in September, probably in Atlantic City, Litman stepped tinto the post after Lou Walters, of Latin Quarter, N. Y., had resigned the presidency.

Colonel Maurice Lutwack, attorney for the TROA, was voted a three-year contract at the Pitt confab and two field men were hired to assist executive secretary Dave Fox. Also 93 new members were voted in. There was only the briefest discussion of TROA's troubles with AGVA although nitery owners expressed a determination to see the battle through to a finish.

Tahoe Cafe May Switch Over in \$1,230,000 Action

Operation of the Stateline Coun

Operation of the Stateline Country Club, booker of top talent during Lake Tahoe's summer session, was due to be taken over today (Tues.) by Anthony Grech and Paul Venturi, California casinoists. Grech and Venturi sued Nick Sahati, Stateline owner, for \$1,230,000, alleging he backed down on a greement to give them a five-year lease on the premises. They asked that the club be placed in the hands of a receiver pending outcome of the court action.

Sahati agreed to a settlement last Friday (3) and said he was willing to give the Coasters a five-year lease as soon as the two men completed payment of the first year's rent of \$120,000. The spot will fall into the hands of receivers if the suit is not settled on schedule.

The Bay Area due seek \$1,200.

The Bay Area duo seek \$1,200,-000 for loss of anticipated profits during the five-year lease period, plus the return of \$30,000 they paid Sahati as the first installment of rent

Billy Shaw 0.0.'s British Acts, Inks Marian Bruce

London, July 1.
American agent Billy Shaw, who arrived in London to look over talent, signed Negro songstress Marian Bruce, whom he heard at a Royal Festival Hall Jazz concert.

a Hoyal Restival Hall Jazz concert. He also made an offer to English bandleader Ivy Benson, who runs her own All-Girl band, for a 44-week season in the States. Shaw later left for Amsterdam.

Borge, Jessel Top Mpls. Aquatennial

Minneapolis, July 7.

Minneapolis, July 7.

Impending indoor show of Aquatennial, local annual summer mardi gras, will have Victor Borge and George Jessel for headliners and lineup of acts will include the McGuire Sisters and Lu Ann Simms.

Simms.

Show is a promotion of station WCCO, its sixth annual, and is presented in the 10,000-seat Auditorium for a single night, July 13, before a live audience which pays admission. Station also sends show over air, but only had it on CBS network twice.

Previous shows have been headlined by Bob Hope, Arthur Godfrey, Eddie Cantor, Edgar Bergen and Dennis Morgan.

Otherwise, Aquatennial also will in clu de, as usual, the big Al Sheehan combo stage-water show, the Aqua "Follies," which runs 10 nights; buge night and day parades with elaborate floats, and many other events.

L.A.'S COCOANUT GROVE BUYS 'EM BY THE HOOF

DUIS LIM DI THE HUVI Los Angeles, July 7.
Dance acts predominate at the Ambassador Hotel's Cocoanut Grove for the next four months. The Szonys and Patachou open next Wednesday (15), to be fol-lowed by Marge & Gower Cham-pion, Aug. 5, and Gene Nelson, Aug. 26: Latter will share billing with Andy & Della Russell. Grove goes back to song stuff Sept. 9 with Jane Powell and then returns to the feet beat with Darvas & to the feet beat with Darvas & Julia, acrodance turn, opening Sept. 30.

A.C.'s Big Holiday With Lotsa Talent

Atlantic City, July 7.

With the weatherman cooperat-ing 100%, this resort had a socko Fourth of July weekend though businessmen said their figures were

Fourth of July weekend though businessmen said their figures were slightly under those of a year ago. That was only because of the two-day holiday this year against a three day weekend last season. At Steel Pier, Johnnie Ray in a return visit played to capacity houses over the holiday period. He gave eight shows on Saturday and Sunday playing to an average of 4,000 at each. George Hamid. Jr., sone of the pier's owner and the organization's v.p., saw business as a bit under last year's Fourth, blaming the shorter span. Jonathan Dwight, who this year is producing shows in two resort theatres, The Gateway Musical Playhouse at suburban Somers. Point and the Quarterdeck Theatre here, was more than pleased with the b.o. for "Carousel" at the Playhouse and "Angel Street" at the Quarterdeck:

All seasonal night spots with the ones operating throughout the year reported excellent weekend houses. Paradise, second big sepia cafe, opened with Stump & Stumpy featured in this year's "Tropicana Revue."

Norman Brooks was at the 500

plus the return of \$30,000 they paid Sahati as the first installment of rent.

Stateline's first show of the seabon-stared Joni James and now has Nellie Lutcher in the marquee position. Milton Deutsch will continue booking shows for the spot.

'Ice Revue's' Brit. Opener

Dudley, Eng., July 7.

New Bernard Delfont "Ice Revue," starring Belita and British singer Bruce Trent, has opened at the Hippodrome here, with a tour to follow. Silent mimic Eddie Vitch is also featured.

Production is by America's Dick Rarstow.

2-a-Day Hither And Yon But It's Loaded With 'Ifs

Two-a-day vaude is seen

Two-a-day vaude is seen as spreading considerably in the fall. Negotiations are now on for Danny Kaye to plny a Shubert house, possibly the Shubert, Philadelphia, in the fall for an indefinite run. The Philadelphia deal for Kaye has just been started and indications point to an October stand for the comic. How much time he'll be able to give top-priced vaude in that town will depend on his film commitments.

In New York, RKO toppers are striving to start the name shows in October at the Palace. Deal is currently on for Jack Benny to tee off the proceedings. However, that's hanging by a fairly tenuous thread and it's likely to be called off at any moment. RKO excesswould also like to get repeats on Kaye, Judy Garland and Betty Hutton, but Palace dates for these headliners appear to be improbable at this time. Kaye makes it a policy not to play the same city two years in a row. Miss Garland has a film commitment and Miss Hutton is not including N.Y. two-a-day on her, winter prospectus at this time. Fred Astaire has turned down a Palace deal.

The Curran, San Francisco, has been the most consistant user of high-priced vaude. Proximity to Hollywood is given as one reason for its ability to get a greater supply of headliners. Filmsters are more agreeable to ward playing that house than the Palace because the latter is regarded as the top prestige date in the country and an act has to make sure he's in top shape before essaying that stand. Curran has Tony Martin booked, among others.

Chicago hasn't set any two-aday deals as yet, but the Shubert as well as the other legit houses in that town are open to any proposition and some are actively going out for such deals.

Kaye's Palace deal of last year has set the pattern for negotiations with other headliners. He received

out for such deals.

Kaye's Palace deal of last year has set the pattern for negotiations with other headliners. He received 60% of the gross up to \$40,000 and 65% of the take beyond that. He paid for the orch, surrounding acts and shared in the advertising costs. and shared in the advertising costs. Most headliners look for the same type of deal, but RKO wants a type of contract that would permit them to test the draw before Issuing that kind of pact.

Billy Daniels Hits 'Em With That Old B.O. Magic in His London Palladium Return

London Palladium Return

London, July 7.

Billy Daniels eclipsed last year's top reception when he exited to a boffo ovation after a high-powered songalog highlighted by "Ytiddishe Momma" and "Black Magic." Negrosongster, with staunch support from his pianist, Benny Payne, came on to a powerful mitt which kept on mounting as his act progressed. The band found it necessary to play the national anthem to quell the enthusiasm.

Chris Cross repeated his previous success at this house and dancer Betty Luster, in her Palladium debut, made an excellent impression. Another crowd-pleaser was Dave Apollon, who was aided by pianist Laverne Gustafson and comedienne Elaine.

Others on the bill are comedian Stan Stennett; Desmond & Marks, comedy acrobats; Three Houcs, jugglers; Lacy Troupe, equilibrist, and the Volants, a tumbling act.

AGVA Uses Paid-Up Card Gimmick To Sweep Acts Off Catskill Stages

Sinatra Pacted for 3 Playdates in Scotland

Ayr, Scotland, June 30.
Frank Sinatra will play a onenight stand at Green's Playhouse
Cinema here July 12 following a
vaude week at the Empire, Glasgow. Singer will do two shows,
with \$2 top. Ayr is vacation spot.

with \$2 top. Ayr is vacation spot.

Sinatra goes to Dundee for another two shows the following day, playing the Caird Hall. This is the house both Danny Kaye and Bob Hope played last year. Billy Ternent showband will back up Sinatra on all dates. Burl Ives is pacted for week following Sinatra, with Frankie Laine set for August.

Long Branch **Shorts Strips**

The Walter Reade burlesque operation, the Paramount Theatre, Long Branch, N. J., is being given a hard time by civic authorities. Police last week arrested four strippers charged with giving indecent performances, and at the same time a petition was presented to the city commission to ban this form of entertainment.

form of entertainment.

Four girls, Gabby Williams, Mary Mack, Jo Shannon and Naomi Shildcrout, were held in \$500 ball for the grand jury. Same action was taken against manager Frederick Bartholdi.

Civic and religious groups had been attempting to get the city to ban the burlesque operation even.

ban the burlesque operation even before opening. However, it was found that there was no legal ground to prevent operation and a license had to be granted. Since then, the management has charged systematic molestation by the city because of pressures of various groups.

groups.

Warrants against the girls stated that each of the dancers "exhibited and displayed to the audience her naked female body in diverse, lewd, filthy, gaudy, lascivious, ob-scene, indecent, scandalous and de-generate postures, actions and po-

sitions."

Al & Belle Dow, N. Y. bookers, the operation of the are in on the operation of the house with the Reade interests.

FONTAINE PINCH-HITS FOR 2 N.Y. COPA ACTS

Frank Fontaine, who is now at the Paramount Theatre, N. Y., played the Copacabana twice within a week. Comic replaced Dominique who was in an auto mishap, last Thursday (2), and went in on Saturday for Joyce Bryant when her voice gave out.

As a result, Music Corp. of America is now dickering for a Fontaine stand with Jules Podell, Copa's operator. Nitery's fall sea-

Copa's operator. Nitery's fall season will start with Martin & Lewis, who go in Sept. 17.

Allan Jones Heads Up **Blackpool Summer Grind**

Blackpool, June 30.
Allan Jones, U. S. singer, heads the annual summer stint at Winter Gardens Pavilion here under banner of George and Alfred Black. The conic is North-of-England funster Ken Platt, with Alfred Black directing.
Support team includes English comedy duo Morecambe and Wise, and Rob Murray Australian dead-

and Rob Murray, Australian deadpan juggler.

pan juggler.

The Black brothers are also presenting a \$120,000 production, "The Show of Shows." Company of 75 is headed by Les Compagnons de la Chanson (French singing group), Harry Secombe, Eve Boswell and Harry Bailey.

Blackpool, w.k. English holiday resort, has developed in postwaryears to become one of the more important vacation entertainment centres.

Representatives of the American Guild of Variety Artists in the Catskill Mountain belt hit on a new strategy over the July 4th weekend in an effort to support the Hotel and Restaurant Employees Union in latter's attempt to get recognition in the N. Y. state mountain hotels. Selected for the first show of power are the two largest operators in the area, Grossinger's, Ferndale, and the Concord, Kiamesha Lake. The hotel union picketed by automobile, on foot and by on Lake. The hotel union picket-ed by automobile, on foot and by plane.

sha Lake. The hotel union picketed by automobile, on foot and by plane.

In both hotels, AGVA's attempt to line up support is based on the enforcement of regulations now on the books. An artist must have a paid-up card at all times and must be able to show the contract for the job whenever an accredited union rep so demands. By enforcing these rules, it became possible to prevent several performers from working. This method of support is considered more destrable since a direct order to performers not to go on, in sympathy with another union, may force a question of conflict with the Tatt-Hartley Act's ban on secondary boycotts. The method AGVA employed over the weekend thus skirts any possible violation. This is especially true in view of the fact that the performer union has, on previous occasions, pounced down on cafes, theatres and club dates, and ordered acts to show paid-up cards and contracts before permitting them to go on.

Paid-Up Paradox

Strategy based on paid-up cards and contracts offered some contradictions in its mountain application. For example, the Footnotes, slated for the Concord, weren't given a chance to pay up celinquent dues. However, other acts were forgiven a slight delinquency. Artie Rice, the AGVA rep, waited until the overture was on and then made the demand for the show of cards. Thus the performer didn't have a chance to run back to the dressing room, since even the male entertainer doesn't carry a wallet for fear of bulging or de-

er didn't have a chance to run back to the dressing room, since even the male entertainer doesn't carry a wallet for fear of builging or destroying the lines of the drape. The strategy was partially successful. Several performers defied Rice. Among them was Helen O'Connell, appearing at Grossinger's, who was given a summons to appear before the New York AGVA board. Hotel union reps last week appeared before the AVGA executive board and asked their support in an effort to get recognition in the mountain belt. Board voted to back them.

The hotelmen had obtained a The hotelmen had obtained a temporary injunction from Superior Court Justice William Costa sitting in Monticello. Papers were served Friday (3) on members of the picket line, but they were generally disregarded as none of the picketers were officials of the (Continued on page 62)

3 West End Niteries Shutter in Dog Days

Shutter in Dog Days

London, July 7.

Aftermath of the Coronation spending spree is a slump in London's West End nitery traffic, as a result of which several clubs are shutting down for a month or so, to weather the depression.

Although this is the time of the year when a slump can be expected—what with holidays and long evenings taking people away from the night spots—the falling-off in customers is much more marked than usual. Many of the niteries that would close down anyway just now are shutting their doors with a sigh of relief.

The Cafe de Paris is closing for seven weeks, from Aug. I to Sept. 25: La Ronde is closing for August, and the Don Juan is also closing down for the same month.

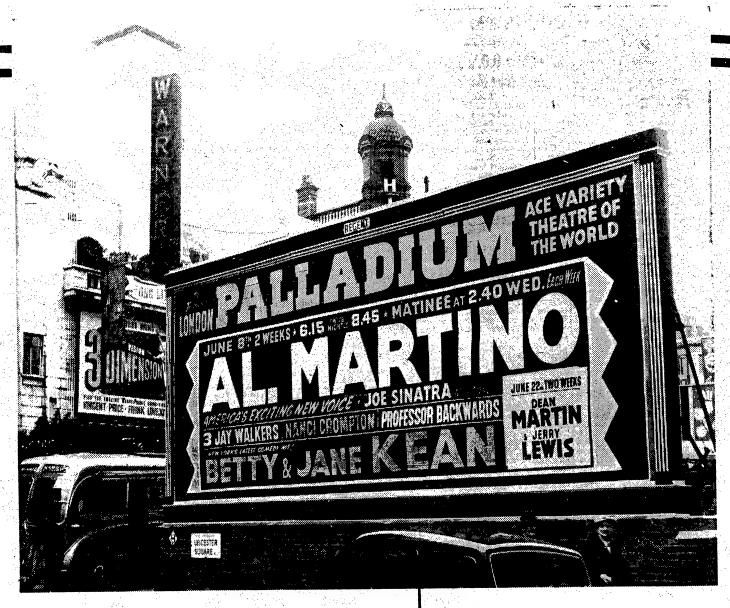
Significant sign of the times is that the Empress Club is dropping one of its bands; the Copacabana has cut four musicians from its two combos, and that Santiago's rumba band at the Bagatelle has left to be replaced by Johnny Kerrison's four-piece Latin-American group.

Olsen & Johnson will start a round-of-cafe-dates in the fall. Duo have already been booked for the Last Frontier, Las Vegas, Oct. 26. Other stands are being lined up.

Other stands are being lined up.

Olsen & Johnson will start a centres.

Jose Greco and his Spanish Dancers will make their first outdoor appearance in New York at Lewisohn Stadium July 21, as a longhair attraction with the Stadium Symphony.



Thanks to

SUNDAY CONCERTS

June 14—De Montfort Hall, Leicester, England. Played two capacity shows of 3,000 people each.

June 21—Opera House, Blackpool. Both shows sold out two weeks in advance 7,000 admissions. Returning on July 19th for repeat date.

June 28—Odeon Theatre, Leeds. Sold out ten days in advance. 2,700 seats, Two shows.

FULL WEEKS

June 8—Palladium Theatre, London. Complete sellout for the two weeks with standees.

June 22—Empire Theatre, Glasgow. Completely sold out for the entire week before the first performance.

June 29-Empire Theatre, New-castle, England.

July 6-Hippodrome Theatre, Birmingham, England.

July 13—Palace Theatre, Manchester, England.

July 20—Empire Theatre, Liverpool, England.

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Al Martino's emergence at top the bill is indicated to of the bill is indicated to the current trend of the current read to the current read to the caperiment was tried at the response indicates you the response a familie. The caperiment was the constant of the response of the caperiment was no longer a gamble. The caperiment was not of the caperiment of the cap

most gratefully"

al Martino



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London Daily Mail

THE REMARKABLE THING

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Cecil Wilson.

London Daily Mirror

AL IS A.1

"AL MARTINO—Another in the long list of American in the long list of American in the Indian Indian Indian Year—turned up a continuous and the London Palladium last in the Indian Ind and other entertainment meand other entertainment meand other usual savry,
the Palladium audience Marthe Palladium when which
acted vocifered the sones which
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which is grankly pitched.
Socko offerings in ched.
Socko offer London Daily Express
UNKNOWN MAKES HIS
AL MARTINO—the Service who was the American of the Service with the S Maria Company

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HOTEL RICE, HOUSTON

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By H. MONK, St. Louis-Globe MUNICIPAL OPERA ST. LOUIS

AUDIENCE'S APPROVAL"

BLACK

DUNDEE

Nautilus, Miami Beach

out for other tatent in that salary and name bracket.

Miss Barton, sporting a Marilyn Monrocish blonde coiffure, plus other forthright characteristics of the filmite, spells out a full-voiced, aud-holding blend of pops and specials to keep them palm-happy. At times she overdoes the gab on intros, but overcomes the lult induced with zingy approach to her tune assortment. Best of her songalog would include "Pretend," special "Speed, Speed, Speed, and "Lullaby of Broadway," which cams callback for "Don't Let the Stars Get in Your Eyes"; laughangled takeoff on Johnnie Ray's styling of "Cry" and her latest platter, "Toys," Second encore brings demanded "Baked a Cake," then version of Red Buttons "Ho-Ho Song."

Antone & Tna, house dancers, set up their smoothly Lating and

Ho Song."
Antone & Ina, house dancers, set up their smoothly Latino and American routines featuring lifts and spins that rate payoffs. Systanley orch is expect on the showbackings. Joe Harnell holds over with his ultra-capable piano and emcees proceedings in straight style.

Lary.

Miami Beach, July 3. Eileen Barton, Antone & Ina, Joe Harnell, Syd Stanley Orch; \$2 mini-

Potency of upped budget policy installed by this big lower-beach hostel's owners in recent months is illustrated in current spotting of Eileen Barton in the 250-seat Driftwood Room. She'll be followed by Fran Warren, with bids out for other talent in that salary and name bracket.

RONALD ROGERS

BARITONE

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Currently-3rd Week

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Blue Angel, N. Y.

Orson Bean, Felicia Sanders, 3 Riffs, Celia Cabot, Eadie & Rack, Jimmy Lyons, Bart Howard, \$5 minimum.

The Blue Angel's summer sho

The Blue Angel's summer show is one that seems worthy of a midseasonal slot. The session has sufficiently strong entertainment values as well as headline lure. One of the future attributes of this display lies in the fact that the bulk of the performers have made good at this Herbert Jacoby-Max Gordon spot on previous occasions.

One of the repeats, Felicia Sanders, again impresses as prime yocal fodder. Miss Sanders, whose chirping of "Song from Moulin Rouge" on the Percy Patht Columbia disking is one of the more memorable moments in wax, shows up as an accomplished singer. She's a chirper with taste and feeling and has sufficient projection to convey a mood.

onvey a mood.

Miss Sanders was placed in this spot originally at the behest of Columbia's a&r topper, Mitch Miller, and the association seems to be working out to mutual advantage. She is getting an increasing amount of savvy and the Blue Angel is getting a performer who is gaining recognition. Miss Sanders' efforts include "Moulin Rouge," "Cheek to Cheek" and the extremely moody "Something Cool."

Orson Bean, the Brooks Bros. type comic, continues to be a hit here. His topper is a piece on a couple of Chinese discussing American restaurants that rollicks the joint, and he has a line of patter that rates strong laughs. He's off to a hearty mitting.

that rates strong laughs. He's off to a hearty mitting.

The Three Riffs hit the fancy of the sippers with a good line of tunes and comedy. This Negro group, the sole holdovers on the bill, have a pleasing song catalog which has been fortified with a strong thread of comedy.

Celia Cabot, a newcomer to this hospice, showed an unfamiliarity with the cafe, and once she gets accustomed to this room, will probably be hitting a good stride. In the first place, the mike was modulated too low and her modus operandineeded some adjustment for the opening show. She has an essentially good line of comedy songs which she belts out. She needs only a slight adjustment in projection a slight adjustment in projection and she'll catch on.

Eadie & Rack provide two-piano showbacking and lull music. Jimmy Lyons has similar chores at the piano and Bart Howard does the intros.

Chez Parec, Chi

Chicago, July 1.

Dean Murphy, Carl Ravazza,
Eleen O'Dare, Johnny Martin,
Chez Adorables (8), Brian Farnon
Orch (8); \$3.50 minimum, \$1.10

Lineup, lacking top name draw, manages to lure a goodly portion of the furniture people in town now and indeed seems designed expressly for the convention trade. There are more than a few lapses in good taste, with the indelicate stuff getting the strongest response. Show is a noorly paged, 80 min-

stuff getting the strongest response.

Show is a poorly paced 80 minutes, as Carl Ravazza, sharing the topline with Dean Murphy, grabs the biggest chunk of time midway on the bill. He is preoccupied with effects, entering from the audience's midst, singing a Calypso ballad sans accompaniment, and airing a number of songs from a seated position, straddling the back of a chair. His agreeable tenor adapts itself to any kind of song, and Ravazza tries every kind there is, scoring well on the upbeat "My Lady Loves to Dance" and on the slow, old faves as well. But the off-color specialties are the best applauded and most demanded, and these seem to be his metier.

A willing worker, Ravazza comes

these seem to be his metier.

A willing worker, Rayazza comes back from the wings four times until he seems to exhaust his repertory. For one encore he sings an unrehearsed medley of tunes, having to dictate the key of each song to his planist beforehand. He overstays his welcome, and the groans become noticeable toward the last. Act would be more effective if pruned with concentration on a particular brand of song.

In the closing spot, Dean Murphy

on a particular brand of song.

In the closing spot, Dean Murphy has to overcome the weight of the centre stint and the self-imposed handicap of cheecless opening material. He gags uncomfortably about death and politics, and if anything, provokes animosity from partisans who resent his cracks about certain past Presidents. This is a great deal to have to overcome, and Murphy never quite makes it, in spite of his appealing impersonations.

stimulate cackles, but mostly for their rawness. Closing routine is a semantical exercise on the word hell, which is neither funny nor in good taste, even with the convention crowd.

Most refreshing moment of the show, and unfortunately only a brief moment, is the leadoff acroterping of Eileen O'Dare. Gal works first to samba beat executing brilliant whirls and filps for hefty plaudits. Act builds in second number as Miss O'Dare, peeling off extrancous skirt, mixes up a variety of breathtaking cartwheels, handstands and spins in an accelerated of breathtaking cartwiness, stands and spins in an accelerated

stands and spins in and the Chez.

Johnny Martin and the Chez.

Adorables handle two production
numbers, the last of them raggedly
rehearsed, and the Brian Farnon
orch works: the bandstand ade-

Las Vegas, June 30.

Joe E. Lewis (with Austin Mack), Gloria DeHaven, El Rancho Girls (8), Bob Ellis Orch (10); no cover or minimum.

cover or minimum.

The Joe E. Lewis big yook line of last year. "I came back to visit my money," is passe in '53 at El Rancho Vegas. Old Everglades has hardly been away. He closed a month ago for a Mocambo matriculation, and after his current three-framer, goes to Reno, then returns for six weeks. This mid-August booking will no doubt be the big event in Joe E.s Vegas lift—it carries him through the grand opening of Las Vegas Park Sept. 4. No matter the month or season; a Lewisian invasion always brings the casino moneyed bettors and turnaway biz in the theatre restaurant.

Whether by accident or design, Whether by accident or design,

restaurant.

Whether by accident or design, Lewis never presents the same set monology. There are the familiar punches with delightful twists in different places, and the alwaysincluded new ditties. At show caught, he fashioned a funny tract on his academic life set off by "Thanks Mr. Webster," which bordered on the ridiculous, but which gave added meaning to a college song medley stitching "Stein Song" and others to beverage parodies. The lavender-prosed "Private Eye" has the Lewis leer; "Shapiro went to Ireland" is a rolleking bit of blarney, and the perennial "Groom" is larded with plenty of innuendo. As usual, he has to beg off. The indispensable Austin Mackis enshrined at the Steinway, giving cue notes whenever needed and providing skillful hints during the Lewis "post time" verbal meanderings.

Gloria DeHaven makes her first socko impression on the local

Gloria DeHaven makes her first socko impression on the local scene with this stanza. She emerges as a polished performer by eschewing ordinary thrushing emerges as a polished performer by eschewing ordinary thrushing of pop tunes and evergreens as of before. Now, with special material, and most of it topnotch, she dis-plays delivery of high calibre. Best from her songbag include "Never At a Loss For Words." "Why Don't They Do the Old Soft Shoe" and "It's the Same All Over the World."

world.

El Rancho Girls have a stroblight parade in mucho briefies for opener to pull attention away from filets, and black sequined cleavage gowns for hip-lossing midway. Bob Ellis orch gives solid support.

Will

Quaglino's & Allegro. London

Lucianne Boyer, Tibor Kunstler Hungarian Gypsy Orch, Rudy Rome Quintet, Anne de Nys; \$4.35 minimum

In her first London cabaret engagement for a couple of years, the Parisienne chanteuse displays plenty of show biz savvy, but never succeeds in getting complete mastery of the audience. At show caught, interest showed signs of waning through the succession of French-language songs.

French-language songs.
Right from the start it was reasonably apparent that the performance would be something of a missout, and for no clearly defined reason, but just one of those everyday show biz hazards. The titianhaired songstress projects favorably and her vocal chords retain their familiar appeal.

To facilitate doubling in both

on a particular brand of song.

In the closing spot, Dean Murphy has to overcome the weight of the centre stint and the self-imposed handicap of cheerless opening material. He gags uncomfortably about death and politics, and if anything, provokes animosity from partisans who resent his cracks apout certain past Presidents. This ris a great deal to have to overcome, and Murphy never quite makes it, in spite of his appealing impersonations.

He flashes through a battery of rendered with charm is "Cest Tous" to be rendered wit

Mapes Skyroom, Reno

"Paul Whiteman Revue," with Roy Bargy, Scott & Gregory, Nancy Lewis, Bobby Gregg, Whiteman Orch (22); Dave Barry, Mapes Sty. lettes; no cover or minimum.

Orch (22); Dave Barry, Mapes Siglettes; no cover or minimum.

It's a new sound to this room—a 22-man orch.—filling out the corners of the nightspot with a full, heavy concert which makes for plenty of excitement. Impressive, vigorous batoning by Paul Whiteman numbers as "When Day is Done" and "Rhapsody in Blue." Top musiclanship joins for the crescendos and solos clearly and surely. Planist Roy Bargy plays "Rhapsody" with vivid touch.

One more big number makes up the Whiteman concert. "Slaughter on 10th Avenue." and though the rest of the show is certainly fine enough, any act could have been cut or trimmed to allow more-of the music. Nightclubs have been filled with singing and dancing and comedy before, but have seldon had the treat of a "Pops" concert.

Nancy Lewis is 18-year-old star of Whiteman's "TV Teen Club" whose clear pleasant voice is heard on "Who Cares" and, effectively "Boy Next Door." Sold as a teenager who's never appeared before a live audience before. Miss Lewis plays a wide-eyed "I-want-to-thank-you-for-my-first-chance" part very well. But she's obviously right at home, and dressed in something other than her "first party dress, could appear as the mature performer she is.

Scott & Gregory are two young-sters who expend themselves in a divise the state of the state of themselves in a divise of themselves in a divise of themselves in a divise of themselves.

Scott & Gregory are two young-sters who expend themselves in a dance to "Slaughter." An embarsters wno expend themselves in a dance to "Slaughter." An embar-rassingly long sequence flat on the floor only musses them up at the rassingly long sequence has on the floor only musses them up at the very beginning of their strenuous routine. The part is out of sight

(Continued on page 61)



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WHEN IN BOSTON It's the HOTEL AVERY

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Mapes Skyroom. Reno
of everyone but ringsiders, and
floogh probably very important, is
officetive only when in full view.
An occasional flashing leg causes,
Sir grins throughout the house,
Rist of sequence is done with exciting abandon.
Climaxing teenage rûn is Bobby
Gregg, a tapster and drummer who
floraws sustained mitts through his
of arms as he beats bass, cymbais
and kettles to a froth. The action
catches the room up in the tempo,
nicely capping the show.

Dave Barry is traveling insurare that Whiteman's "untried'
talent may not carry the show. It's
always nice to have the insurance
ruid in this case, it is borrowed
upon. Barry pays off some large
dividends in some refreshing new
gambling copy, and rips the room
to shreds with his dissertation on
women. Cute intro act has Barry
building himself in the manner of
Godfrey, Winchell, Parsons and
Chyrchill.
Skylettes prance to "O ne
O'Clock Jump" opener, better because of Whiteman band behind
them, and wrap up with "Manhat,
an." featuring boy-girl Marc.

Saxony, Miami Beach, July 5.

Kitty Kallen, Tano & Dee Val
Olaina Orch; \$2 minimium.

Continuing the two-week booking policy as against rival hole!

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Continuing the two-week booking policy as against ri

payoff.
Tano & Dee do the Charleston
and another fast routine to show
fast-foot talents for the teeoff. Val
Olman and his crew per usual,
are adept on the backings and keep
the floor filled for the dansapation.

Lary.

Sahara, Las Vegas
Las Vegas, July 1.
Monroe with Savoir
Pishop, Szonys
Sa-Las Vegas, July
Vaughn Mouroe with Savoir
Faires (5), Joey Bishop, Szonys
(2), Vanderbilt Boys (2), SaHarem Dancers (12), Jean Louis,
Donna Raybold, Arland LeCrone,
Cavaliers (5), Ernie Goss, Cee

Cavaliers (5), Ernie Goss, Cee Davidson Orch (12); no cover or

With Vaughn Monroe making his Vegas debut as a single in a well-stacked casement, odds are good that the two-frame audit will be excellent.

nis. Vegas debut as a single in a well-stacked casement, odds are good that the two-frame audit will be excellent.

The Monroe vocal quality has that unusual sound that has made him distinctive over the years while plying his pipes via platters, radio, TV, and recently, in pix. Every limpressionist in this hemisphere should salaam at least once a week to this warbler, for rarely do Vaughn Monroe takeoffs fail to get a big mitt. The in-person Monroe is a great seiler of songs. Without his own tootlers to skipper, he is even better at putting over a lyric. Easy in motion, never static or stiff, Monroe socks over a solid 30 minutes. Even a ballad triad of "Where is Your Heart," "Pretend," "I'm Walking Behind You," where slow tempo might tend to pall, he builds into a big opener. Goes lightly humorous with "I Want to Be a Boy," before whamming over one of his all-time top disk sellers, "Ballerina," illustrated by Sa-Harem tocterpers Donna Raybold and Arland LeCrone.

Reaches into his capacious file for another big hit, "Ghost Riders." ably backgrounded by Savoir Faires, for peak mitts. Moves ring-side for personal chanting of "Tenderly." "Sleepy Time Gal," and "There. I've Said it Again," before setting sights onto boffo climax a Vincent Youmans medley, assisted once more by melodies from Savoir Faires.

Joey Bishop charges his usual sotto delivery with more verve, in order to reach far corners of the Congo Room. Plants his usual lugubrious facial expressions and plaudits. His Ted Lewis lampoon is a ribtickler, and funny explanations of pop tune lyrics, a la Frank Fay, cap for yocks.

Francois & Giselle Szony reveal purity in movement, the perfection in all terp attitudes whether in remarkable, lifts, whirts, spins, or

Hotel Roosevelt, N. Y. Lenny Herman Orch (5) with Renay Granville; Del Simmons Quartet; \$1.\$1.50 cover, (5) with

Chicago, June 30,

Tony Bennett takes over the
Beachwalk for a fortnight with the
exact lineup Patti Page had led
at this hotel for two weeks previous. Bennett has strong youth
draw and fills the outdoor saloon
to near capacity, but his entire
mien seems better suited to the
smoky rooms than to these frills
and open spaces.

Bennett does his work well, how-

Bennett does his work well, how-Bennett does his work well, however, and comes out upon the giant stage in fine voice with a balanced songalog of ballads and upbeat tunes. He sings both kinds equally well, and though he is probably best known for the slow stuff through his Columbia waxings, the quick tempos give him a better base to demonstrate his showmanship. His finger-snapping and goot-stomping are contagious, and manship. This integershalping and foot-stomping are contagious, and he climaxes by rousing aud 40 a handelapping sesh, revival style, while he delivers "Sing You Sin-ners" in a fire-and-brimstone way.

he climaxes by rousing and to a handelapping sesh, revival style, while he delivers "Sing You Sinners" in a fire-and-brimstone way, Patter is searcer than it should be on this brief bill. Some special material or a few personal remarks at the outset might help to establish better affinity with onslookers. As is, rapport depends solely upon the familiarity of such Bennett clicks as "Because of You" and "I Won't Cry Anymore." Strongest ballad entry-is "Boulevard of Broken Dreams," a sobtune which, happily, he doesn't over-dramatize. This is a natural for big plaudits, being his first Columbia disk, He's accompanied by pianist Joe Sherman, who mostly stands while playing, for some Margaret Sisters & Brune held.

reason.

Margaret Sisters & Bruno, held over, continue to register as smooth ferp lure, and Dorothy Hild Dancers assist with two extravagant production numbers. Showbacking and dance chores are handled expertly by the Charlie Spivak orch.

Les.

Cal-Vada, Lake Taloe Lake Taloe, New, July 3, "Belle of New Orleans," with Marilyn Maxwell, Noonan & Mar shall, Kirby Stone Onintet, Cliff Ferre, Fashion Debs. (6), Bob Millar Orch; no cover or minimum.

before setting sights onto boffo climax, a Vincent Youmans medley lassisted once more by melodics from Savoir Faires.

Joey Bishop charges his usual solutions of clivery with more verve, in order to reach far corners of the Congo Room. Plaints his usual lugubrious facial expressions and self-ribbing from walkon to pyramid his brief monology into peak plaudits. His Ted Lewis Lampoon is a ribitckler, and funny-explanations of pop tune lyrics, a la Frank, Fay, cap for vocks.

Francois & Giselle Szony reveal in all terp attitudes whether in remarkable. Hits, whirls, spins or acro-ballet. Slightly dampened by previous tricks of Vanderbilt Boys learn nevertheless swiftly makes up by smooth execution of difficult displays. Their "Sleeping Beauty" if his is culmination of individual talents blended into harmony seldom achieved by dance teams.

Vanderbilt Boys have breath-catching turn, exercising adroit muscle maneuvers. Pair whip up salvos by having understander push the smaller Vanderbilt into overhead handstands after flips, one-hand and one-foot stand on pate, and backflip onto shoulders.

Will.

This looks like a good show but one can't fell by listening. The is looks like a good show but one can't fell by listening. This looks like a good show but one can't fell by listening. This looks like a good show but one can't fell by listening. This looks like a good show but one can't fell by listening. This looks like a good show but one can't fell by listening. This looks like a good show but one can't fell by listening. This looks like a good show but the role in the fill by listening. This looks like a good show but in creation to deliver in the poperation today. The Indian Room is a large, high-re-fliping dexpanse in the mountain lodge motiff, and is a large, high-re-fliping dexpanse in the mountain lodge motiff, and the mountain lod

it deserves. The Noonan mimic of a British film director is based mostly on material and this excellent lampooning ends up almost as a pantomime. Noonan's Chef Alberti bit, however, goes well because of visual emphasis on the chef getting tighter and tighter.

Song by Marshall, Embraceable, Noonan's inserted lines from offstage, as Marshall's departments. Marion Colby, makes thoughts, are socko.

Ferre darts in and out of the content of the first appearance at this family

lines from offstage, as Marshall's thoughts, are socko.

Ferre darts in and out of the routines as a sort of me, fill-in, and straight. He and the N&M team are garbed as sallors in the opening minutes of the show. And he shares some hoofing chores with Miss Maxwell in finale.

Kribb Stone Omitet is, as al-

with Miss Maxwell in finale.

Kirby, Stone Quinter is, as always, bursting with ribythm and running coinedy, but again, in their spread formation, they lose to the cavernous room. The little inserts of dialog among the five are unheard. At high speed in its rhythm novelties the group is affits best. "St. Louis Blues" with Miss Maxwell for plenty of decoration, is frantic, with tenme uncorking wiggles and an occasional kiss for the boys.

Fashion Dobs have a Mardi Gras

Fashion Dobs have a Mardi Gras-beginning for the package, swap-ping verses with a twist, and they join up, for the finale, on "Way Down Yonders in N. O.". Marc.

Birdland, N. Y.

Billy Eckstine, Lester Young Quintet, Bud Powell Trio; \$2.50

Although Billy Ecksting played two-week stand at the adjacent Bandbox two months ago, his Gotham following is strong enough to keep things hopping during his seven days here. Slotted with such Birdland perennials as Lester Young's quintet and Bud Powell's trio, Eckstine complements the hep beat with his communic baritoning.

beat with his romantic baritoning.
Only trouble with the Eckstine round is that he leans too heavily on the slow ballad, mood, Downtempo concentration has a bulling effect, keeping set in a monotonous groove. However, when he essays the upbeat, he hits hard and wins strong and reaction. Lilting rendition of 'Come to the Mardi Gras" is an example of his expert rhythm delivery.

Other plus items in repertoire

departments. Marton Colby makes her first appearance at this family spot as new partner of the Blackburn Twins, who have always had good reception here. They score again with a polished turn that is packed with exuberance.

Handsome identicals open with special hello lyrics; break into brief tap routine, and their bring out shapely Marion Colby, who sells. "I Get a Kick Out of You" solo. Trio work together with ease on three numbers, the best of which, from the terp standpoint is "Dancing Mood" "One Man Woman" is fine blues number, and a bus driver stint makes good comedy. Twins get heavy plaudits for their mirror trick, a standard routine but always effective, requiring perfects is nehronization. Threesome seem to enjoy themselves throughout and are rewarded with hefty mitter for experience of the proposed of the property of the prop to enjoy themselves throughou and are rewarded with hefty mit ting for encore of "Too Marvelous."

ting for encore of "Too Marvelous."
Unique ventriloquist is Clifford Guest, who can make sounds approach from a distance, pass by, and then go off into the opposite direction. He works chiefly with a dummy named Lester, who soon becomes endowed with the character of an unmanageable but thoroughly likeable moppet. Act gets terrific applance when the voluble dummy goes right on talking while Guest drinks and later has the audience gulfawing as Lester resists being put back into his case. Encore is done with simulated baby it continued on page 62)



STAR MANAGEMENT 846 7th Ave., New York BAyside 4-0910



Night Club Reviews

Palmer House, Chi

which cries and coos authentically, rating a begoff.

rating a begoff.

Sock juggling performance is turned in by the Rudenko Bros. who toss about nearly everything in sight. Act involves about as much balancing as juggling, and high point has Igor Rudenko perched upon a ball, whirling a hoop with one free leg and balancing an assortment of misshapen objects upon his hands and forehead. Pair moves quickly from one stunt to the next, climaxing by a double-juggling session with six flaming torches.

Merriel Abbott Dancers don't

double-juggling session with six flaming torches.

Merriel Abbott Dancers don't appear in this lineup, which is just as well since there is sufficient terping in the headline slot. Maestro Eddie O'Neal leads off the show with four well-chosen numbers, singing two of them himself. A third, "No Other Love Have I." gets fine airling by Lee Leonard, and wrapup is an instrumental medley from." South Pacific," featuring O'Neal at the keys. Orch also does the showbacking, and handles the ballroom chores.

Palomar, Vancouver

Vancouver, June 30. Bill Kenny Ink Spots (5), Stan Stewart, Irene Cromwell, Lance Harrison Orch (8); \$2-\$3.25 cover.

In view of the legal complica-tions surrounding Bill Kenny's last



BILLY GILBERT

Currently ERRY WIDO tarlight Oper Kansas City Personal Management DAVID L. SHAPIRO AL 4-1077

For Night Clubs: MERCURY ARTISTS

MARSHALL



One of the Early Settlers Has Returned to LOST WAGES HOTEL

THUNDERBIRD NEVADA

Thanks to HAL BRAUDIS -MARK J. LEDDY LEON NEWMAN

BUD and **CECE**

ROBINSON

DANCING AT THE PARAMOUNT, N. Y.

Direction-M.C.A.

visit to Vancouver three years ago, there were many who expected show would turn out to be Ink Spots without Kenny Instead, a rush of opening night patrons found offering could have been billed as "Kenny Without Ink Spots." Booking of group marks the first

Booking of group marks the first appearance of an attraction at either Palomar or downstreet Cave since Sophie Tucker and Mills Bros. played respective clubs. Boxoffice response to first of two-week ink Spot stand indicates that local cafe customers have been waiting for a chance to spend their money.

a chance to spend their money.
Kenny's retinue has completely changed since previous visit when old group worked in a huddle around the tall tenor at one mike. Now Kenny works alone, with newcomers on a second mike off to one side. Effect is considerably different from earlied offerings and tends to feature Kenny more than eyer.

With exception of occasional cur-With exception of occasional current hit parade material, group still stays with trademark faves with Kenny going heavy on showmanship. His high falsetto holds entire offering together in the manner of a silver thread winding through a bank note, and consistently rates biggest mitt.

Only other voice in group is that of second tenor-gultarist Ernie Brown, who relieves the Kenny mood with such gimmicks as a semi-bop version of "Sunny Side of the Street."

Comic and m.c. Stan Stewart re-lies on mobile face muscles and prop hats to garner laughs with effective imitation bit. Much of his ent gag nu round gag material, however, has been around for some time. Stewart dabbles in elementary slight of hand for second show relief.

hand for second show relief.

Terper Irene Cromwell in opening spot registers with colorful wardrobe and nifty acro turn. Also new in spot are sidemen surrounding leader Lance Harrison. Orch scores with smooth rhythmis for dansapation, welcome change from progressive tendencies of previous band pew occupants.

Wass.

Amato's, Portland, Ore.

Portland, Ore., July 2.
Marti Stevens. (with Don Peppie), Boliano Ivanko Dancers (41, Walton & O'Rourke, Wyn Walker Orth (5) with Rene Weiss; \$1.20 cover, \$1.75 Sat.

Since moving into his new main floor location about a month ago, George Amato has improved the 450-seater to the point where it is now a strong contender for top nitery honors on the Pacific Coast, He has installed a new, modernistic bandstand and a raised floor for his shows that gives everyone a ringside seat. Deal covers the entire dance floor area and is two-and-a-half feet high. A 22-foot celling gives plenty of altitude for aerial acts.

New Jayout is especially strong.

aental acts.

New layout is especially strong.

Marti Stevens in the deuce captures the knife and fork trade
with some nifty pipes. Orb-filling
gal has plenty of class and selling
ability. Customers particularly
like her casual way of selling a
song along with clicko change of

song atong with check change of pace.

The Boliano Ivanko Dancers open the show and stop it cold. Three guys toss a pert fenume from pillar to post with careful abandon to a terrific musical score. Gal is a top contortionist and displays some sensational talent with the assist of the three boys. Troupe had to repeat its last trick and then begged off.

Puppeters Walton & O'Rourke are making their fourth return date, here. Guys have plenty of sock showmanship in their minature show with usual characters. Best liked is drunker woman and

sock showmanship in their mini-ature show with usual characters. Best liked is drunken woman and lazy colored boy. Finish with Afro-Cuban production number involv-ing about six characters. Boys en-cored with ice skaters for another begoff act.

Thunderbird, Las Vegas
Las Vegas, July 2,
Gale Storm, Mata & Hari (with
Lothar Pearl), Jay Marshall, Jean
& Rene Arnaut, Milton Rogers,
Kathryn Duffy Dansation (6), Al
Jahns Orch (12); no cover or mini-

Bidding for attention during a loaded July headline calendar on the Strip, current three-frame opus, with Gale Storm in her Vegas initialer, will turn the trick for this teepee.

opus, with Gale Storm in her Vegas initialer, will turn the trick for this teepee.

The days of personals for middling-talented screen stars are over. Show biz competition, plus sizable paychecks, puts the crimpon selling a bill of goods if the commodity is only so-so. The recent surge into niteries by many pic personalities has uncovered fair, good, and excellent possibilities for this medium. Gale Storm easily fits the latter classification. Displaying unusual vocal powers with a natural ease, looks, and flair for the footlights, Miss Storm captures kudos from the start.

Teeoff is bright "Blue Skies," modulating into nicely phrased "Where Is Your Heart?" before piece de resistance is reached. This smart special by Eddie Gale is a satchel entitled "Old Fashioned Girl." to exhibit the many-faceted pipes of the thrush, Tract verses from pix to her "Margie" video stint, back to contract clause "as directed," where producers ask for anything from grand to hoss opera. A clear lyric soprano defines "Un bel di vedremo," from "Madame Butterfly," sequeled by twangy "Cow Cow Boogie," each socking over the big mitts. Her "Three Bells" is softly intoned, contrasted to closing aria, "Musetta's Waltz" earning copious plaudits for exit.

Mata & Harl, in their first trek to Vegas, are outstandingly novel terp twain. They are given pindrog attention during classie "Marionette" illusions on special risers and, with Lothar Pearl stroking the Steinway for "Carnegie Hall" backgrounding, offer Thunderbirders some dancing on top level. Response is terrif.

Jay Marshall, who announces himself as "one of the better echeaper acts," bids for vocks after

Jay Marshall, who announces himself as "one of the better cheaper acts," bids for yocks after slow start with chatter. His self-deprecating remarks while hoking a couple of magico tricks start chuckles going, climaxed by ventro bit with glove in shape of rabbit called Lefty. His witty remarks often go a-begging, but infinale with Kathryn Duffy Dansations centering idea for "Watermeilon Weather," has audience neatly roped.

Jean & Rene Arnaut baye and the services with the services with the services of the services with the services of t

Jean & Rene Arnaut have prime

Jean & Rene Arnaut have prime spot, coaxing plethora of chortles by novelty violinistics, and smack-over for yockles during their "Two Birds in Love" windup.

Kathryn Duffy Dansations cavort into zingy curtain-raiser, "Ring The Bell Tonight," and display terp finesse in "Watermelon Weather,"

Kansas City, June 30,
The Sportsmen (4), Tony DePardo Orch (8); \$1 cover.

Bill for the current fortnight is comprised of the Sportsmen in place of the usual two-act setup. Foursome is well supplied with round of varied material and fills a 45-minute route very well. It the second time in town for the quartet and first in the Eddy establishment.

Working before a pair of mikes,

the second time in town for the quartet and first in the Eddy establishment.

Working before a pair of mikes, singers get going on "High Time" as intro and roundup of info retheir connections with Jack Benny show and Lucky Strike commercials. One of their best is "The Hummin Song" in which they musically detail the development of the hum from the days of Adam & Eve, and roundly applauded by the house. "Sippin Cider" is one of their standby novelty tunes, and "Whiffenpoof Song" is done straight for change of pace.

The gambling story, "No. No. Roulette." set to music reaches peak of interest, but ends in bad taste on note of profanity. They were back to the Benny connection to kid around with "When You Say I Beg Your Pardon," reputedly cleffed by Benny himself, In "Let's Do It Again" they get into medley of oldtimers for hearty response, and keep pace lively through barbershop medley which also has them doing a bit of a terp. "My Adobe Hacienda" as closer is played for laughs.

Foursome of Bill Days, Jay Meyer, Marty Sperzel and Gurney Bell, with Charley Bagby at the piano, rate as one of better matched sets today, and embellish their singing with-topflight-choreography, bits of, business and costume accessories throughout. Each number is virtually a production, all geared to the customer's delight.

AGVA'S Paid-Up Gimmick

union, but other unioneers replaced those who were served. The hotelmen pointed out that it was therefore an illegal picket line that paraded in front of Grossinger's and Concord.

Jessel's Explanation

George Jessel told organizer Rice, "No, I don't have my AGVA paid-up card on me, and if I were an adagio act or a swimming act I doubt if I'd be able to carry it around as a regular prop", and proceeded to do his show at the Concord, where he was booked at \$3,000 July 4 Jessel had been screening a film he made abroad last year, "Adventure In Israel", all afternoon and wanted to know why the AGVA representative didn't present his case—having to do with the organization activities of the Sullivan County waiters, and catering staffs—during the day-time and not wait until his overture music was literally on. an adagio act or a swimming act I doubt if I'd be able to carry it around as a regular prop", and proceeded to do his show at the Concord, where he was booked at \$3,000 July 4. Jessel had been screening a film he made abroad last year, "Adventure In Israel", all afternoon and wanted to know why the AGVA representative didn't present his case—having to do with the organization activities of the Sullivan County waiters and catering staffs—during the day-time and not wait until his overture music was literally on.

Rice said something about "Jessel can't go on" and "can't stand the publicity", etc., because "you haven't a paid-up card", according to the comedian. Latter went on and his opening crack was, "Who carries a union card at midnight?"

He observed that Hazel Scott and the Beatrice Kraft Trio probably "didn't have their union cards on them", but Rice stated that he knows they're paid-up members.

members.
Same held true at the competi-

Reno Runs Out of Beds In Perfect Weather '4th'

Reno, July 7.

Hotels and motels were sold out on July 4 weekend with the Chamber of Commerce again turn-Chamber of Commerce again turning to local residents to open their doors to tourists. Residents had been listing their extra beds with the C. of C. for over a week and still the influx could not be accommodated.

Building the holiday weekend was the three-day rodeo which was launched Friday (3) with an hour-long parade. Perfect weather added to the drawing power.

Lake Tahoe, although open since June 19, enjoyed its first really

June 19, enjoyed its first really big weekend.

Saranac Lake, N. Y.

Saranac Lake, N. Y.

By Happy Benway

Saranac Lake, N. Y., July 7.

The Sisterhood from the Jewish Community Center gave the gang here an outing, a luncheon and entertainment being tendered to the shut-ins at Lake Placid. Among those attending were Jack (RKO) Wasserman, Pearl (Loew) Grossman, Marlene Bornstein, Leo Mantel, Max Rosenthal, Otto Hayman, Genie (Legit) Reed, Jackie Fondran, Morris Wecker, Morris Dinnerson, Mrs. Murray Kissen.

Ray (IATSE) Van Buren, Gotham backstager, in and out of the general hospital after besting a major operation.

Birthday greetings to Bobbie Elmer Trimble, John Lake, Domingo Montez and Mary Coleman, all Variety Clubites flashing nifty progress papers.

Patricia Pritchard, of Brandt Theatres, ended her full observation period and is skedded for surgery. Henry (Warners) Evans is upped for meals.

Audrey Lumpkin, daughter of James Brennan, IATSE v.p., in for the annual checkup and oo. and will remain in our downtown colony for balance of summer.

A carnation to J. G. Taylor Spink, publisher of the Sporting News, for keeping us posted by having us on his mailing list.

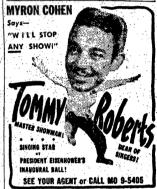
Kenneth Wadleigh, former, owner of a theatre equipment company in New Hampshire, in for a major operation.

Write to those who are ill.

Write to those who are ill.

done a Catskiil resort date last summer also, although not work-ing in niteries for seven years. Jessel, incidentally, is averse to cafe bookings, despite fancy bids from Las Vegas, since his last New York stand at the old Nicky Blair's

York stand at the old Nicky Blair's Carnival, in the Hotel Capitol, 8th Ave. and 51st St. AGVA's move is in sympathy with the waiters and bartenders, but AFM musickers had no qualms in crossing the picket lines.



Not scheduled for any successful long

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VARIETY BILLS

Numerals in connection with bills below indicate epening day of show whether full or split week
Letter in parentheses indicates circuit. (I) Endependent; (L) Loew; (M) Moss;
(P) Paramount; (R) RKO; (S) Stoll; (T) Tivoll; (W) Warner

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Barbara Carroll
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Sammy Kaye Ore
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N Matthey-Ore
Hotel Rossevelt
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Hotel St. Regis
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Hotel Statler
Chas Fisk
Hotel Taff
Vincent Lopez Ore

Ronnie Leslie E & D Waters Eddie Reindeer Hevellers SCUNTHORPE Savoy (I) 6

SCUNTHORPE
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Dave Winton
Tom Bradley
SHEPHERDS BUSH
Empire (S) &
Tom Moss
3 Toberti
Siver Chords
Wide Maids
Agar Maids
Empire (M) &
Tessie O'Sheu
Johnny Lockwood
Johnny Matson
Olga Varona
Denis Bros &
Beryl

Denis Bros & Beryl Mona McCall Granger Bros Dennis Lawes

SWANSEA
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H & A Ross
Lee Lawrence
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Cabaret Bills

NEW YORK CITY

D Hild Dancers (10) Clifford Guest
Palmer House Rudenko Bros
Marion Colby M Abbott Dners (8)
Blackburn Twins Eddie O'Neal Ore

LOS ANGELES

Ambassador Hotel layes & Healy ranklyn D'Amore Hadda Brooks Dick Hazard Trio Circ's
Peggy Lee
Dick Stabile Ore
Charley Foy's Charley Foy's L. Carter & Carti'r Mary Foy M. Padula A. Browne Orc.

Bar of Music
Josephine Premice
Muurice Rocco
E Bradford Ore
B Gray's Bandbox
Billy Gray
Moore & Lessy
Moore Motel
Ceorge DeWitt
Goetschis (3)
Hal: Derwin Ore
Cafe Gola
Queenie Leonard

Selma Harlowe Lin
Latin Casino
Hai Winter
Lillico
Himmy Day
Bolme Harlow
Homes Chara
Camile Stevens
Lee Taylor
Ginger Marsh
Leon & Eddler
Kitty O'Kelly
Pat Clayton
Juan & Eleanor

n. eanor

Ames Bros E Oliver Orc Stafter Hotel Navier Cugat, Or Abbe Lane MIAMI-MIAMI BEACH

Clover Club
Nancy Donovan
Johnny Morgan
Dollores Renay
Ted Lawrie
Tony Lopez Orc
Selma Harlowe Line
Latin Casino
Hal Winter
Little Martha Raye Bob McFadden Ted Wills 4 Charlie Barnet Galety Club

Mocambo

Galety Club
Zorita
Raquel
Jeannie Christlary
Lynn Starr
Len Dawson Orc
Chas Victor Orc
Allo Parkei
Patty Lee

Patty Lee
Sans Souch Motel
Sunny Howard
Anne Barnett
Sacaras Ore
Ann Berman Ders
Saxony Motel
Val Olman Ore
Bernie Mayerson
Cony De' La Cruz
L'ano & Dee
Weesbeard Club

Pat Clayton
Juan & Eleanor
Perry Bruce
Acres O'Rell'v
Raiph Gilbert
Don Charles Ore
Nautilus Hotel
Elicen Barton
Antone & Ina
Sid Samery Ore
Jiang March
Jimmy Mar

LAS VEGAS, NEVADA

Desert Inn
Betty Hutton
Skylarks
Jim & Midred
Mulcay
Donn Arden Dnors
Carlton Hayes Ore
Lou Bring
Jack Latimer
Remo Balli
Thunderbird
Gale Storm

Thunderbird
Gale Storm
Mata & Hari
Jay Marshall
Arnauts
Barney Rawlings
Normandie Boys
Kathryn Duffy

Dansations
Al Jahns Orc
Lothar Pearl
Milton Rogers
Last Frontier (13)
Mary Raye Trio
Estelle Sloan
Jean Devlyn Dnors
Skinnsy, Ennis Orc
Dick Lerner
Lotores Frazzini
Et Cortes
Wartha Davis &
Spouse
Mercer Bros
Patty Taylor
Jimmy Oliver Orc

Goetz Exits

Continued from page 1;

exec v.p. in charge of worldwide distribution. With this trio at the helm, U will rely substantially on neim, U will rely substantially on individual producers for its prod-uct turnout, at least for the time being.

Leo Spitz has shared top re-sponsibility with Goetz since 1946, when the partners sold out their indie outfit, International Pictures, indie outfit, International Pictures, to U. In recent months, however, Spitz has been only partially active because of his health. His official exit, it's understood, also is timetabled for September.

In the sellout of International, Goetz and Spitz collected 62,500 shares of U common stock each which, at the time of the deal, had a combined total valuation, as as-

which, at the time of the deal, had a combined total valuation, as assigned by the U board, of \$5,000,000. This stock was bought out by Rackmil's Decca Records last year at a total price of almost \$2,000,000. U's continued stress on economy

of operation was seen as chief fac-tor behind the split with Goetz. Goetz' payoff, as provided by his employment pact, has been \$5,000 per week. (In 1948, the studio topper took a cut to \$2,500 under a

New Acts

TESSIE O'SHEA

Comeay 28 Mins. Empire, Glasgow

Bulky, amply-girthed English comedienne has a brand-new act that reveals the polish of her recent American trip. Friendly and with a simple, catching toothy smile. Tessie O'Shea exudes realwarnth and vigor, being in type more of the essence of we olde tenglish musichall than any other current act.

Dress, for instance, has been given too place. She wears a beau-

Dress, for instance, has been given top place. She wears a beautiful off-one-shoulder white evening dress and a fair-sized fiara on her licad. In both looks and performance she is a mixture of Gracie Fields, Sophie Tucker, Betty Hutton and a feminine George Formby.

ning dress and a fair-sized fiara on her head. In both looks and performance she is a mixture of Gracie Fields, Sophie Tucker. Betty Hutton and a feminine George Formby.

Comedienne opens with a snatch of new songs, linking 'em with talkie-talkie about her "wonderful" trip to America and the show biz folk she met. Follows into her wk,: "Cuddle Me In The Clover," nimber, after which she does a very brief piece of comedy ballet.

Gimmick is, of course, her girth, and she accompanies act with much reference to her size, and many a pat of her stomach and ample Jane Russells. It's all done in such a way as not to offend the more sensitive. "I'm Two-Ton Tessie no more!" she calls. "Now I'm Three-Dimensional Tessie—because I'm larger than life!" Size gives her a geniality and benevolence not often found on the stage. As if to pattern her own recent career, which has brought her full circle from trips abroad to her homeland, she gives out with a new number, "You'll Find a Rest in Your Old Home Town," written by English comedian Charlie Chester She is going in more nowadays for the monolog. An all too rare prototype of the best of English musichall, 1953, version, England's Sophie Tucker has everything but a catchphrase. Gord.

PIERRE SEPTEMBRE (2)

PIERRE SEPTEMBRE (2) Acro-Balancing 10 Mins. Moulin Rouge, Paris

Moulin Rouge, Paris

In spite of his name, Pierre Septembre looks like a neat probability for interies or vaude due to his fine ladder balancing, humor and verve. He balances atop a ladder which he handles by deft body movements as he performs a series of turns, gyrations and comic interludes. His attempts at playing a trombone, which gets stuck in his mouth and his phony nearfalls bring both gasps and heavy mitting from aud.

He then gets his wife into the act. She's a shapely little miss in tights who climbs up that ladder and balances with September in a fine finale.

FOUR IN A CHORD Songs 10 Mins. Theatre Royal, Glasgow

Theatre Royal, Glasgow

The Four In A Chord are an accomplished vocalizing outfit consisting of two brothers and two sisters, otherwise unrelated except that one of the males is married to one of the sisters. Family, spirit is reflected in slick teamwork.

Acts songalog is modern and peppy, combo making a solid click. Singers have good looks and dress colorfully. Offering has nice visual appeal and looms as a payoff in most media.

Gord.

dress colorfully. Offering has nice per week. In 1948, the studio topper took a cut to \$2,500 under a voluntary salary production program. This, along with the remuneration slicing accepted by other execs, since has been restored.

CLIFFORD STANTON

In past vears, Goetz weekly check was regarded by Rackmil, it's apparent as out of line with the company's economic policy, this being particularly reflected in the general structure of salaries at the policy inaking level. Rackmil is collecting \$80,000 per year, Nate J. Blumberg, Board chairman, \$78,000; Daff, \$63,000, and Muhl, \$63,000.

Blumberg was inked to a new employment deal earlier this year. With this, he shifted to a less active work sked under the heading of "consultative and advisory." At the same time, Rackmil formally entered an employment stup which clearly identified him as operating boss of the company.

In past vears, Goetz had a variety of lensing posts in Hollywood, leading to his appointment as v.p. in charge of production at 20th-fox in the 1942-43 period. Following this negative the production at 20th-fox in the 1942-43 period. Following this acquiring the post of put duction head at U in 1946.

THE CRICKETS (5) Songs 14 Mins. Apollo, N. Y.

Apallo, N. Y.

The Crickets are a good bet for showcases catering to blues and rhythm followers. Negro vocal quintet has been stirring up some action on the M-G-M label and has enough on the ball to rate it with the better groups currently playing to that market. Harmonizing and general presentation of tunes offered is polished. Most of the vocalling is handled by one member of the combo with the rest chiming in on the harmony. Another member handles an electric guitar in addition to making with the shouth sounds.

Tunes piped by the group include "Fine as Wine," "For You I llave Eyes," and "You're Mine."

Jess,

JO, JAC & TON1 Comedy 12 Mins. Empire, Glasgow

Empire, Glasgow

Trio of comedy terpers and eccentric humorists are above normal-run of current British vaude artists, combo raising strong yoeks from most stubholders. Group consists of three men, all slender in physique and wearing outsize bowler hats, black suits and white spats. Eccentric line of dancing shows originality and natural humor.

Comedy business is also away-from-rut, the goofy guys producing

Comedy business is also away-from-rut, the goofy guys producing beer from inside musical instruments, cigarets from hidden drawer, a telephone and cord from inside top of bowler hat, Finish with "Tea for Two" number, danced to mime and comedy actions. Good bet for vaude and video,

FRASER HAYES QUARTET Songs 10 Mins.

10 Mins.
Pavxillon, Gourock, Scotland
Breezy musical and instrumental
act, newly returned to U.K. from
Sweden, looks useful bet for vaude
dates. Group consists of one galand three males, all youthful and
full of zest. Distaff member is:
fluffy blonde with smiling personality. alite Chilly F

ality.

Combo chooses its songs mainly from the hit paraders and renders them in pleasing harmony.

Gord.

"SHORTS" DAVIS

"SHORTS" DAVIS
Dance
4 Mins,
Apollo, N. Y.
"Shorts" Davis rates as fair filler,
material. Tapster doesn't deliver
with too much zest and his turn is
generally unexciting.
His best bit is a back bend in
which he moves about on his heels
and the palms of his hands.

Jess.

Vaude, Cafe Dates

New York

New York

Julie Wintz, of the Music Corp. of America band and act dept., recuperating at his Englewood, N. J., home following serious surgery at. Mt. Sinai hosp, N. Y. Teddy Phillips set for the 'Cocoanut Grove, Los Angeles, Sept. 30... Ruth Wallis, following time out to have a baby, resuming nitery dates with a stand at the Old New Orleans Club, Washington, in September. De Marco Sisters date at El Hancho, Las Vegas, to be postponed. Gloria De Marco is set to undergo, surgery. Ted Straeter will be the new hand at the Persian Room of the Plaza, starting Sept. 17. He réplaces Dick La Salle, who has been there for three years.

Joan Blondell goes into last Frontier, Las Vegas, starting July 27. Eddie Bracken slated for the Broadmoor, Colorado Springs, July 29. Will Mastin Trio, featuring Sammy Davis, Jr., current at the Riviera, Ft Lee, N. J., pacted for Chez Paree, Montreal, in September. Fran Warren and Eileen O'Dare signed to be part of the Mickey Rooney unit at the Chicago Theatre, Chicago, July 24. Lilly Hayes to four for USO-Camp Shows eight weeks starting July 17.

Blue Annel
Hal White
Bob Wednock
Velyn & L French
Grace Nichols
Raquel

Doug Rogers
Arden Line
Versallies
CHICAGO

AGO

Jargie Lee
Seitz & Loichinger
Dirk Price
Sid Krofft
Kodell
Maricich &
Peterson
Dirk Salter
Bolle Rust
Olie Clark
Dennis & Darlene
Boulevar-Derix (7)
F. Masters Orc.
Edgewater Beach Grace Nichols
Raquel
Irving Burges
Black Orchid
Juanita Hall
Bill Snyder
Anne Russell
Kenner
Chest Pario
Dean Murpby
Ellen O Dare
Johnny Martin
Chez Adorables B
Haln I rain on Ore
Conrad Hilton Hol1
Martin Men

Giddy Terper Feast in '54-'55 to Sub For Coming Slim U.S. Ballet Season

Curious situation looms in the tust in the casons. Next year ('53-'54) will be a limited one balletically, with only three major troupes appearing in the U.S., and then only for part seasons. The following year ('54-'55) will see a complete freeness), with four troupes binsy all season. Most surprising feature is the angle that impresario Sol Hurok, styled as the father of modern ballet," won't be associated with any of the four companies.

Next season ('53-'54) will see the return of the Sadler's Wells Ballet of London, under Hurok management, for a U.S. four of 19 weeks. Ballet Theatre, now in Europe, won't start its trouping, at home until after the new year. The N.Y. City Ballet will also be abroad this summer and fall, and won't resume in N.Y. until Xmas, or possibly not even till February.

But 54-'55 will be something else again. The Pestival Ballet of London, with founder-director Anton Dolin as star will make its first American appearance, and

else again. The restival battety london, with founder-director Anton-Dolin as star will make its first American appearance, and tour the U. S. under management of David Libidins. Ballet Russe de Monte Carlo, vet organization headed by Serge Denham which suspended activities a year ago, is going to be reactivated by Columbia Artists Mgt., with Col prez Frederick Schang, Jr., building anew trouge and booking it on the regular concert circuit. (Schang used a small group called Ballet Russe de Monte Carlo Concert Co. this past season for his Community Concerts circuit, but will abandon that.)

Battet Theatre will probably tour Ballet Theatre will probably tour the U.S. as heretofore, for a full season instead of the coming year's curtailed one. And the N. Y. City Ballet, which never toured the U.S. before until this year's July-August post-season dates in Denver, L. A. and Frisco, will not only have its regular N. Y. seasons, but will also tour in the east as far as Chicago.

Prospectus leaves Hurok out of Prospectus leaves Hurok out of the picture. But the vet ballet man-ager, is likely to have a surprise or two of his own. Although Sadler's won't return in '54-'55, and the N. Y. City Ballet will be unavail-able for his management (much as he'd like it to be). Hurok may bring in some foreign company, like the Royal Danish Ballet of a French troupe, to keep in the balletic

60G BUDGET SET FOR BANGHART'S 'BITTERS'

'A Dash of Bitters," Kenneth nghart's scheduled production Banghart's scheduled production of the Reginald Denham-Courad Sulton Smith melodrama based on a Margaret St: Clair story, is budg-eted at \$60,000, with provision for 20% overcall. Denham is to stage

eted at \$60,000, with provision for 200% overcall. Denham is to stage the one-set, four-character play, with Evelyn Varden as femme lead. Ralph Alswang has designed the scenery.

According to a breakdown sent to potential backers; the estimated production cost is \$51,203. Of this total, \$11,713 is listed for bonds and deposits, \$12,000 for scenery and props, \$3,000 director fee, \$2,700 for business and stage managers, \$3,590 preliminary production expense, \$2,500 for pressagent and press expense, \$1,500 office expense, \$2,000 legal advertising and fees, \$5,700 tryout cost and \$6,500 pre-opening expense.

Author royalties, including the original story writer, are the standard minimum, \$7,75,710%.

Brownlee New AGMA Head. Tibbett Stepping Down

John Brownlee, Met Opera vet baritone, was chosen prez of American Guild of Musical Artists (AGMA), as result of recent ballot-(AGMA), as result of recent balloting for officers. Jascha Heifert Wan Heffin, in "The Shrike," will be the booking Aug. 24-30 at Dr. Leopold Sachse as 2d veepee, the Savey, Asbury Park N. J. Asbury N. J. A

Shea, Flynn Double As P.A.'s on Touring 'Dolls'

Joe Shea, who succeeds Helen Hoerle as pressagent for the touring 'Guys and Dolls' for the forthcoming dates through Texas, and the south planed Monday (6) to Dallas to huddle with Charles R. Meeker, Jr., managing-sdirector of the State Fair Auditorium, which hooked that portion of the tour, Monly Shaff, general manager for producers Cy Feuer and Ernest H. Martin, followed by plane yesterday (Tues.) day (Tues.).

day (Tues.).

After confabs with Meeker, pair will proceed to the Coast, where "Guys" is playing a current engagement. When the production gets into the south, where relatively few shows play, Joe Flynn will be used as second p.a. travelling about 10 days ahead of the company. Shea will be four weeks in advance.

Tabu on 'Moon' in Pix Whetting Appetites For Barn Productions

News of Catholic opposition to the film version of "Moon Is Blue," following its Production Code Au-thority nix, has apparently whetted appetites for the legit version.

"Moon" is being done on an unusually large scale on the barn circuit, with producers already claiming records broken or heavy early-week takes for their barns, clearly attributed to the show or the hullaballoo about it.

'Moon' \$5,100, Stockbridge

Stockbridge, Mass. July 7.
Pix tabu of F. Hugh Herbert's.
"The Moon is Blue" will undoubtedly hypo biz for the 40-odd citronella showings of the legit hit, scheduled for this summer.

Berkshire Playhouse here chalk-ed up a \$5,100 gross with it last week, featuring Edward Andrews, Gaye Jordon and William Swan. This was the best second-week take in the history of this stand.

Leo G. Carroll stars this week in Shaw's "You Never Can Tell," with Alan Hewitt and Eleanor Wil-

'Moon' \$8,500, Asbury Park

'Moon' \$6,500, Asbury Park
Asbury Park, N. J., July 7.
Savoy, formerly operated as a
burley house and before that as a
filmer, by the Walter Reade circuit, made a fairly promising start
as a legit spot last week with a
\$8,500 gross for "Moon is Blue,"
costarring Gene Raymond and
Peggy Ann Garner, Top was \$3.50
for the 891-seater.

Ethel Waters is the star this week in "Member of the Wedding."

'Moon' \$4,500, Andover

'Moon' \$4,500, Andover
Andover, N.J., Judy 7.
Grist Mill Playhouse here took in its top opening weeks gross in four years of operation last week with "The Moon Is Blue." Show, with Patricia Englund and Dick Moore in the leading roles, pulled in \$4,500 for seven performances. 'Gentlemen Prefer-Blondes' is current at the 786-seater.

'Moon' \$1,500, Reading
Reading, Pa., July 7.

"Dark of the Moon" closed Saturday '4" at Green Hills Theatre
here with business only fair at
\$1,500, Berks Players' second presentation at the 355-seater is "See
How They Run," opening tonight
(Tues.). House is scaled to \$2,10.

"Death of a Salesman," with
Francine Toll and Charles Schulte
in the leads, opens next Tuesday
(14).

Heflin to Repeat 'Shrike' For Asbury Park Barn

Paddock Replaces Bay As Scenic Artists Prez

Robert Rowe Paddock has been lected president of United Scenic rtists, succeeding Howard Bay, ho served for the last seven years Artists, succeeding who served for the last seven years and declined reelection. Woodman. Thompson was named vice-president, Virginia Halley recording secretary. Arthur Romano financial secretary. George Everett treasurer and O. Columbo, Peggy. Clark and Al Ostrander trustees. Union is Local 829 of the Brotherhood of Painters, Decorators and Paperhangers of America, AFL, Rudy Karnolt is business representative.

8 New Percenters To Get Equity Nod

chises may be granted this week by Actors Equity. Okays, decided last week by the union's agency committee, were subject to approval by the council at a special meeting yesterday (Tues.) or the next session July 14. Granting of the licenses is the

first step in a move to give interim permits to all qualified percenters pending adoption of an amended agency code. Idea is that all franagency code. Idea is that all frainchises, including both the newly-issued ones and those of many years' standing, are considered interim. All will be subject to review by the union's agency committee and the council when the new code becomes effective.

Although the proposed new code, outlined in a 69-page recommendation by the agency committee, has been in the hands of the council for more than a month and clause-by-clause consideration the council for more than a month and clause-by-clause consideration isn't expected to be completed within the next six months or so council members are not permitted to discuss the matter with the membership or press. This is in line with a union rule that matters under consideration are regarded as confidential until after a decision has been reached.

In the present case it's explained that discussion of the proposed amendments outside council might create confusion, with specific clauses viewed individually instead of in regard to the code as a whole. Also, it's feared, piece-meal discussion by the general membership might involve erroneous impressions and conclusions.

Critics of this theory, however argue that since the new code must ultimately be submitted to general membership referendum, the soner the proposed changes are made public the more time the membership will have to consider and discuss them.

More important, it's claimed, impadiate publication of the antire medical problematics of the antire medical problematics of the antire medical problematics of the antire problematics of the antire medical problematics of the antire problematics and the problematics of the antire problematics of the antire problematics and the

More important, it's claimed, im-More important, it's claimed, immediate publication of the entire
situation would enable the general
membership to express its sentiment and thereby influence the
council member, whose the are
council member, whose the are
sealed by the no-discussion-outside
rule, this is another example of the long-standing council attitude of "papa knows best."

or papa knows best.

Identity of the eight percenters given the initial nod for franchises hasn't been disclosed pending council approval. More than 60 more applications for franchises remain to be processed by the Equity agency committee and either okayed or nixed by the council.

Equity Okays Annual 1G Expense Acct. for Prez

Inside Stuff—Legit

Cedric Hardwicke's current strawhat tour in "Island Visit" is under a waiver from Actors Equity. Star appeared on Broadway last spring in the Andrew Rosenthal comedy, at that time titled "Horses in Midstream," and would ordinarily have been forbidden to take another legit assignment for six months, under Equity's alien actor regulations. Angle of the situation was that, because of previous concessions given. Hardwicke, the interval would have been extended to nine months. However, the union's council okayed the "Island" assignment on the ground that his appearance would assure the play's tour, thereby creating employment for other Equity members. As a result of the waiver, Hardwicke will still be permitted to take another legit stint nine months from the "Horses" closing, or next Jan. 2.

Grant of \$200,000 made last week to the N. Y. City Center of Music & Drama by the Rockefeller Foundation is solely for the commissioning of new works. Only for creative costs, none of the coin can be used for actual productions, for scenery, costumes or even rehearsaltime. This factor had delayed approval by the Center's board of directors of the grant, as well as the fact that a mistaken notion of the grant's nature might hurt the Center's current drive for operating and deficit funds. The fund is to be used in the three years ending July 1, 1956. In the 1953-54 season, \$100,000 will be spent; in 1954-55, \$60,000 and in 1955-56, \$40,000. Lincoln Kirstein, managing director of the Center, will supervise the expenditure.

"A Pin to See the Peep Show," drama by F. Pennyson Jesse and N. M. Harwood, adapted from the former's book, was banned by the Lord Chamberlain for public performance in London, as it is based on an actual British murder trial. However, it was produced at the New Bolton's, a private theatre club in London, two seasons ago. Peter Cotes, who staged the original production, and his wife, Joan Miller, who played the lead, will repeat the assignments in the Broadway edition of the meller, to be presented by Nancy Davids. It's slated to open Sept. 18 at the Playhouse, N. Y.

Proposal that all Actors Equity members, whether paid up or not, be permitted to attend membership meetings, but without the right to vote, will be submitted to referendum at the next quarterly membership meeting early next fall. Such a move was suggested at the quarterly meeting last spring, but is not permitted under the union by-laws. Although the Equity council has indicated it opposes the measure, it has instructed the union's attorney to draft a constitutional amendment for council approval and subsequent membership ballot,

Grosses of "Fifth Season," which had been overquoted for the previous several weeks, and were underquoted the last two weeks. Exact grosses for the last four weeks were as follows: \$24,328 for week ended June 6; \$23,722, week ended June 13; \$24,207, week ended June 20, and \$23,051 for week ended June 27. George Kondolf production of the Sylvia Regan comedy is currently in its 24th week at the Cort, N. Y., with Menasha Skulnik and Richard Whorf costarred.

Joseph Wood Krutch, vet legit and literary critic, has resigned as Brander Matthews Professor of Dramatic Literature at Columbia U., N. Y. Krutch, who was president of the N. Y. Drama Critics Circle in 1940-41, had been drama critic of The Nation magazine from 1924 to 1932, and from 1937 to 1952. Now living in Tucson, Krutch withdraw from Columbia for reasons of health and to devote his time to

Whatever did happen to Terry Holmes? As reported last May 20, she dropped out of public notice and apparently hash't been listed in show business records since being voted by the N. Y. drama critics as the most promising young actress of the 1943-44 Broadway season. Matter is apparently a real whodunit, as no one has submitted any info on the matter since publication of the item.

CRUCIBLE' EARNS BACK HALF ITS \$75,000 COST

"The Crucible," Arthur Miller drama closing Saturday night (11) after 197 performances at the Mar tin Beck, N.Y., has recouped about half of its \$75,000 investment. Kermit Bloomgarden production, trecently recast and redirected by the author, and scaled down to re-duce the operating cost, is slated to tour in the fall.

As of May 30, the show had earned back \$34,344, including \$252 foreign royalty. Assets included \$18,238 in bonds and deposits, plus \$16,106 available sinking fund and distribution.

Russo & Ellis to Produce Own Shows at New Hope

New Hope, Pa., July 7.

James Russo and Michael Ellis,

who will take over operation next season of the Bucks County Playhouse here, upon expiration of Theron Bamberger's current lease, plan to enlarge the building and produce their own shows at the spot. That was revealed in an anonuncement following last weeks meeting of Bucks County Playhouse, Inc., holder of the new lease.

Expense account of \$1,000 a year for the president of Actors Equity has been approved by the union's council. Move had been advocated for several years, but no specific recompendation was made until last siving, when a resolution was adopted at the quarterly membership meeting and was subsequently okayed by the council.

As proponents of such a setup have pointed out, Equity's president has considerable expense in connection with union matters, but except for infrequent appropriations for specific projects, there has never been any provision for routine outlays.

Current president is Ralph Bel
meeting of Bucks County Play house, lock louse, lock needed board members of the new lease.

Newly-elected board members of one or other new deate.

Newly-elected board members of one very created this year by chorus directors. Newly-elected board members of one very created this year by chorus directors and proportion are orchestrator recated this year by chorus directors. Newly-elected board members of one very created this year by chorus directors. Newly-elected board members of the corporation are orchestrator. One of the unusual features to created this year by chorus directors. Ralph Burrier and show directors. Ralph Burrier and show directors. All purposes the recated this year by chorus directors. Ralph Burrier and show directors. Ralph Burrier and show directors. All purposes the corporation are orchestrator death in corporation are orchestrator. And are orchestrator death is corporation are orchestrator death and proporated the corporation are orchestrator death and proporated the corporation are orchestrator. And are orchestrator death is corporation are orchestrator death and proporated the corporation are orchestrator. And the corporation are orchestrator death is corporated to Ralph Burrier and show director Ralph Burrier and show directors. Ralph Burrier and show director

Improved 'Lost Colony' Makes Impressive Bow For Its 13th N.C. Season

Manteo, N. C., July 7. The 13th season of Paul Green'

symphonic drama, "The Lost Colosympnonic drama, "The Lost Colo-ly," opened June 27 in Waterside Theatre here before an oversize crowd. New lighting effects on stage and off add drama and sus-pense to the show, Other improve-ments are noted, in new colorful costumes and scenery, and changes in script.

This year choreographer John Lehman has done a masterful job with the dances, which open the show and which are featured in many scenes throughout the per-

formance.

Most of the highly-trained cast are veterans of many seasons. Robert Armstrong male lead, plays John Borden. Barbara and Andy Griffith, both with "The Lost Colony" for several years, are back, she playing the lead role of Eleanor Dare, he playing Sir Walter Raleigh.

A tradition in "Colony" circles is Lillian Prince, who for the seventh season portrays Queen Elizabeth. Back the show by Fred Johnson, who once played the colonist. He is the priest this

as never been any provision for Russo and Ellis are Broadway a pre-performance speech lauded outine outlays.

Current president is Ralph Belling been last season's polished production in "Colony" in "Two's Company."

Seldon, here for the premier. In a pre-performance speech lauded what he termed was "the most ure having been last season's polished production" in "Colony" in thistory.

"Two's Company."

Barn Season Under Way; B.O. Mixed But Bullish; Other Strawhat News

New Hope, Pa., July 7.
Celia." George Batson play of out last week at the Bucks inty Playhouse here, with Jessie wee Landis as star, grossed a ly good \$5.450 at a \$3.50 top, ducer Theron Bamberger and star are to confab this week on question of doing the piece on ladway next fall. It's figured the question of doing the piece on Broadway next fall. It's figured some rewriting will be needed, particularly in the first act. "One Thing After Another," new revue offered by the California Straw Hatters, is this week's Playhouse offering.

'Annie' \$5,228, Saratoga
Saratoga, N. Y., July 7.
Annie Get Your Gun," Milton
n packager, featuring Sara Diland Jack Dabdoub, grossed the
ind highest opening-week total
seven seasons, of operation by
Huntington at the Spa SumTheatre, with \$5,228 in the
seater at a \$3 top. Edward
rett Horton established the rectouse had Friday and Saturday
outs for the musical. Choreaphy by Allen Waine, projecand production registered well

ny by Anen waine, projec-nd production registered well while Dabdoub, former New ns radio singer and Godfrey winner, baritoned nicely.

'Venus' \$14,500, Toronto

Venus' \$14,500, Toronto
Toronto, July 7.
Despite midweek two-nights'
downpour, "One Touch of Venus"
grossed \$14,500 as third production at Melody Fair, theatre-inthe-round 1,800-seater at the Canadian National Exhibition, scaled
at \$3.40 top. Piece starred Jacqueline James and James Hawthorne,
with Teddy Hart and Duncan
Noble featured.
Gene Lockhart is current in
"Paint Your Wagon."

Philly Rolling Along

Philly Rolling Along
Philadelphia, July 7.
Philly's Playhouse in the Park
aintained a satisfactory clip in
e third week of its second sumer season, although "The Male
himal" didn't hold up to attendice records of "Road to Rome"
d "The Moon is Blue," first two
ferings. Two matinees continue
the hardest to sell and special
sphasis is being exerted in this
rection. Weather breaks have
en decidedly in favor of this
eek's season at the tent theatre
West Fairmount Park, and crix
we been unanimously enthusitic.
Current attraction is "Pace"

stic.
Current attraction is "Room is vervice," with Skedge Miller as eatured player. John Baragrey vill be back, week of Aug. 24, in Detective Story," "Man Who ame to Dinner," with Burl Ives, was originally skedded for that late.

Atlantic City B.O. Upbeat
Atlantic City, July 7.
Both legitimate theatres at this exort spot did better than exceeded business the past week. At le Gateway Musical Playhouse in burban Somers Point, 'Carousel' rew \$8,000 for the first week of le planned 10-week season. At the Quarterdeck Theatre re, "Angel Street," with Sylvia dney and Luther Adler, had its st week since the theatre got iderway early in the spring, with \$3,600 gross reported. Nanowletant in "Player Company of the property of the street
moterway searly in the spring, with \$3,600 gross reported. Nancy Coleman in "The Male Animal" pened at the Quarterdeck last light (Mon.) while "Die Flederways" will be offered at the Gateway starting tonight (Tues.).

Hub Sluggish

Hub Sluggish

Boston, July 7.

Although all local strawhatters are now in operation, the season setting off to a sluggish start. Bell. Book and Candle." costarring Alexis Smith and Victor Jory, at the Boston Summer Theatre, also not too strong in teeoff week, pulling a near-\$7,000 into the 917-cater. House is scaled at \$3 top. "Carousel" is current.

Billie Burke in "Life With Hother" nabbed a near-\$8,000 at he 1,400-seat County Playhouse, which is also scaled at \$3 top. Ezio "inza in "The Play's the Thing" is surrent.

Barn Folds, But N. H. Bullish
Manchester, N. H., July 7.
After operating continuously for 22 years, the Tamworth Barnstormers Playhouse, New Hampshire's oldest summer theatre, has folded as far as live shows are concerned. During the summer the enctime country store will be open Saturday nights only for showings of histroical films such as "Birth (Continued on page 63)

Moorehead to Repeat 'Sorry' on Gab Circuit

under auspices of Paul Gregory. Charles Laughton selected, adapted material for the readings and directed the program in which actor Robert Gist gets "assisting" billing. Theme is the different kinds of women through the ages. She'll be billed as "That Fabulous Redhead."

ton in a program of classic readings and produced "Don Juan In Hell" and "John Brown's Body," already

'Banana' Winds Up

"Top Banana," which folded June 27 in Los Angeles, is figured to have lost about \$85,000. That's on basis of its \$75,120 deficit as of May 9, date covered by the last statement received by the backers, and estimates for the remaining seven weeks of the tour.

and estimates for the femaning seven weeks of the tour.

According to boxoffice reports to Variety, the musical had a total gross of \$91,200 for its three-week stand in San Francisco, for an estimated loss of \$3,200, and grossed \$131,400 in its four-week engagement in Los Angeles, for a \$2,000 profit. Closing expenses, etc., are figured to have brought the overall deficit to the \$85,000 figure.

Since the Paula Stone-Michael Sloane production was \$33,042 in the red when it left. Broadway last fall, that means the tour involved a loss of around \$52,000. At one point during its 356-performance Broadway run, it was within \$851 of recouping its \$194,814 production cost. Backers have received \$148,750 return on their \$210,000 investment.

As of last May 9 the account-

the bank, \$2,939 due from the producers, \$500 advance to the author for British royalty, \$1,352 prepaid insurance and \$2,456 prepaid rail-

nistance and \$2,750 prepart fair-road fare.

Debits included \$4,600 advance to the Curran Theatre, San Fran-cisco, \$4,900 in accounts payable, \$11,556 paroll taxes payable, \$35.-110 withheld taxes payable and \$769 New York State non-resident tax payable.

There's a possibility the deficit on the musical may be reduced by revenue from a proposed film deal involving shooting a special stage performance of the show, perhaps

performance of the show, perhaps n Technicolor or wide-dimension

BERNARDINE' LOSS CUT TO \$50.500 VIA PIX SALE

As a result of sale of the film rights, the loss on "Bernardine," Guthrie McClintic's production of the Mary Chase comedy, has been reduced to \$50,500. Meanwhile. Stanley Gilkey, McClintic's general manager and his silent partner in the presentation of the show on Broadway last season, is reportedly planning to send it on tour this fall.

fall.

Film rights were sold to Charles
K. Feldman for \$50,000. After
deducting the agent's commission,
the show's 40% share came to
\$18,000, of which an initial \$6,000
installment has just been paid,
with subsequent payments due
next January and a year later. According to a statement sent to the
backers last week, there was \$3,500
left of the \$72,000 original "Bernardine" investment.

Return of capital amounting to
\$9,000 was made to the investorslast week, leaving \$12,500 to be repaid later.

The Frailer Sex
Hampton, N. H., July 7.
Phoebe MacKay, veteran
character actress at the HampPlayhouse, fell down a

rhoose Mackay, veteran character actress at the Hampton Playhouse, fell down a flight of stairs last week, fracturing both her wrists and suffering head injuries.

She was hospitalized briefly for treatment, then went on the Playhouse stage and played her role with both arms in casts. The courageous effort was too much, however, and she was forced to go to bed for a couple of days while her understudy took over.

But she was back for the show two nights later and resumed her role, both arms still in the sling.

Bright 368G Gain To Date on 'Moon

"Moon Is Blue," F. Hugh Herbert comedy which closed May 30, carned a profit of. \$208.131 on its 924-performance Broadway run. Adding the \$160.593 profit on the separat-ly-financed second company, that brings the return-on the venture to \$368.724 so far. Still to come are the show's share of the film version, plus the London production and stock and amateur rights.

With 85G Loss

Banana," which folded 7 in Los Angeles, is figured lost about \$85,000. That's of its \$75,120 deficit as of date covered by the last ent received by the backers, stimates for the remaining weeks of the tour. The musical had a total remains.

The musical had a total remains where the musical had a total remains.

Original production, financed at \$60,000.

remains.

Original production, financed at \$75,000, cost \$48,100 to bring in.
Second troupe, financed at \$60,000, involved \$25,891 production cost.
Third company, financed at \$50,000 production cost, and broke exactly quection cost, and broke exactly eyen. Royalty on the Coast edition, produced at La Jolla, Cal., with Diana Lynn and David Niven as stars, was included in the revenue from the original production.

Birmingham Mugg Wins Point, Sets Precedent; **Show Staged With Negro**

Birmingham, July 7.
Performance of "The Silent Generation" at the Avon Theatre Sunday a week ago (28) shattered week ago (28) shattered precedents here. It was the rio theatre production ever ire a Negro in the cast, and in this art-film house. Short play (55 minutes)

in this art-film house.

Short play (55 minutes) was written and directed by Birmingham Varietry mugg fred Woodress who acted in a small part. An invited audience of 400 attended, with the crowd contributing money so that the Avon can be equipped for future clvic, university and small roadshow productions. Capacity is 500.

"Silent Generation" concerns a crusading veteran who edits a weekly newspaper and clashes with the hoodlum element over his hiring of a Negro pressman-reporter, as well as his publishing a page one story uncomplimentary to a lumber yard owner who is under a \$10,000 suit by the Dept. of Labor for violating the Fair Labor Standards Act.

Play originally was to be done in the round under sponsorship of Circle Players, but group withdrew its sponsorship because author-director Woodress insisted on using Lewis White, Negro student from Miles College, for the Negro pressman, instead of a white person in blackface.

Soon afterwards Bob Dillon, manager of the Avon, said his theatre could be used for free; offering to cancel his 9 p. m. film show on performance night. Perform-

on performance night. Perform-ance was done on stage, in the aisles, the orchestra pit and in the

exits.

Cast included White, Jim Pe and Dot Glaze in the leads, with Pete Halley, Richard Harris, Abe Pete Hailey, Richard Harris, Aberawal (an Arab exchange drama student from Palestine), Irving Stern, Douglas China, Chuck Murphy (local Coral recording artist), Marcia—Howick—isister-in-law—(o. June Havoc and Gypsy Rose Lee) and Woodress.

'Carnival' Cost Reaches \$330,000 **Despite Author, Director Waivers**

F. Friebus Off Equity

the post for the last two years, Al29,
fred Harding continues, as editor.

Coast Tryout For Cutdown 'Electra'

Laguna, Cal., July 7. New commercial possibilities for comes Electra" may result from the careful editing of the text by Demetrious Vilan, who will stage the cutdown, but not bowlderized. version here two weeks from today (21), as the second offering of the Laguna Summer Theatre's cur-rent season. Revisions have been

playwright.

Vilan, naturally, is making no predictions until he sees his brainchild on stage. If it's successful, however, he sees it as opening up a new field for the O'Neill classic, which has been limited in its presentations because of its excessive length and heavy physical production.

Vilan has cut the play down to a one-set affalr, with all the action taking place in front of the house.

shors of economy. The Greek chorus motif is retained to give the new version the flavor of the original.

viian is making no plans for presentation of the edited "Elec-tra" after the local stand, pending actual, performance here to deter-mine audience reaction. mine audience reaction. If the cut-down version appears to meet with favorable response, deal may be negotiated with the author for a

HAYES NIXES 'McTHING' TOUR: NO LEGIT PLANS

Instead, of going out again in the fall with "Mrs. McThing," Helen Hayes' has notified Robert. White-head that she will not be available. Star, whose mother died last week. staying at home in Nyack, N.Y., with her playwright-husband, Charles MacArthur, and their adopted son, James, Family will take a month's vacation this summer in Canada.

Bulletin; Into Barns function includes bonds, a recoverable item, plus roundtrip, transpordative of the Actors Equity administration, the jeb of assistant editor of the Equity Bulletin, monthly publication of the union, has been about \$330,000 thus far. That figure includes bonds, a recoverable item, plus roundtrip, transpordation of the Actors Equity administration of the guite assistant editor of the Equity Bulletin, monthly publication of the union, has been about \$30,000 thus far. That figure includes bonds, a recoverable includes bonds

Equity Council to Cut Out Evening Sessions; **Members Gab Too Much**

Policy of holding at least one

Effective last week Tues, t Equity council made its summ schedule of meetings on alterna weeks. That continues during it

Ratoff to Broadway

Hatoff to Broadway

Hollywood, July 7.
Gregory Ratoff will star in, and possibly direct, "48th Street," new comedy-melodrama by Everett and Devery Freeman, on Broadway next season.

It will be his first Broadway acting stint in about 20 years. It aimed at Christmas Eve bow.

Strawhat Reviews

Love in Upper Sandusky

Seacliff, L.I., July 6.
Thomas G. Ratellife & Louis Macmillan meduction of farce in three acts (four enes) by Edward Emerson and Charles (Hilliams, Stars Jerry Lester, Directed by Villiam, Hellinger; scenery and lighting, ohn Carlos At Sea Cliff (L.I.) Summer beatre, July 6, 23.

Jerry Lester (ra. Bentley, Jr., Katherine Squire sight)

Jerry Lester Katherine Squire Pauline Myers Sherry Sailer Robert Middleton Patricia Remick George Mitchell Bettle Page Tom Ratcliffe Jimmy Hess yardolph Manning h Morton el Morton lle Flemming Thompson Geo.
Be.
Tom Ra.
Jimmy H.
Danny Gershowitz
ernice McLaukhlin
William Fender
Paul McVey
Tony Campy
v Jostyn, Jr
Loiacon
Blai u Jackson Brown cond Con inter Cal Lolacono Jamo Blake ilbuc Bentley Charles Schillin, Jr.

"Love In Upper Sandusky" might be a good vehicle for the sentor class of Upper Sandusky High, but for Jerry Lester it's a sure boxoffice hearse. The "hilarious new farce comedy" pulled few laughs at opening-night here (6) other than those inspired by Lester's occasional ad libs, and the audience came to life only during Lester's curtain bit when he fell-back on his vaude-TV talents in a 15-minute spoof session with men-

back on his vaude-TV talents in a 15-minute spoof session with members of the cast.

The talents of 19 performers are squandered in depicting the misadventures of a small-town manufacturer whose marriage to the daughter of the factory union boss is hampered by strikes, hangovers, explosions in the kitchen and the unexpected arrival of his son's.

sk hampered by stitles, hangovers, explosions in the kitchen and the unexpected arrival of his son's Russian wife and her six-year-old son. The various complications are thrown in with little attempt at dramatic effect, less plausibility and no success as comedy.

Sherry Sailer, a raven-haired lass with a Dagmar like build, is a natural standout as the Russian wife. Patricia Remick as Lester's intended, Robert Middleton as adomineering Industrialist, Katherine Squire as Lester's mother and George Mitchell as the union boss, iry hard but the lines the authors gave them are harder to sell than those Mother Nature gave Miss Sailer. Miss Sailer

Lester sounded a prophetic note when he commented in his afterpiece: "I'm in the show business to make money—but not here!"

John Loves Mary

Buffalo, July 1.

Maude Franchol and Herman Krawitz presentation of comedy in three acts. Stars Farley Granger; features Stanley Prager, Hollis Irving, Directed by Paul Lamuers, and Robert Laming; setting-by. Petieloipe Geldart, At Ningara Falls (Ont.) Mary McKlarte, June 29. Hollis Irving Oscar Dugan Robert Anderson Fred Taylor. Stanley Prager John Lawrence Farley Granker, Sen. James McKinley , Ron Weston Dirs, McKinley , Josephine Barrington Grinder Childy gerbach wood , James Gildersleeve Childy gerbach (1998) and Gerinder Roy Irving (1998).

This Norman Krasna comically-contrived little post-World War II tidbit turns out to be a happy choice for the legit debut of Farley Gran-ger, fresh from his release after 10 years of contract servitude in the Goldwyn labor-camp. Supported by-the decorative Hollis Irving and with Stanley Prager deftly exploit-ing a fat comedy assignment, the concoction should prove another b.o. boon to barnyard ops any-where.

ing a net concent ansonating prove another the concention should prove another the concention should prove another the concentration of himself with the control of the properties of the control of the control of the properties of the pro

The Play's the Thing

The Play's the Thing
Coonamessett, Mass, July 1
Richard Aldrich revival or comedy by
Fercik Mohar and French Woods
Look, Praincis Compton, Alexander Clark,
Vilma Kurer, Michael Wager, Ty Perry,
Staged by Exra Stone; seenery, Norman
Rock, At Falmouth Playhouse, Coonames,
sett, Mass., June 29, 33, 33,00 top (\$4.20
Saturday night).

Erio Pina
Mansky
Adam Philip Joe
Mansky
Holling Compton
Hona Stabb
Vilma Kurer
Hona Compton
Hona Stabb
Vilma Kurer
Holling Wager
Holling Alexander Clark
Mell Ty Perry

Almady Alexander Clark Mell Ty Perry Ezio. Pinza is the principal interest in this barn revival of the P. G. Wodehouse adaptation of the Perenc Molnar comedy. And despite a rather difficult accent, which reportedly intensive coaching has not notably improved, the former Met Opera basso who became a Broadway sock as the original mate star of "South Pacific" reveals chaim and finesse as a straight actor.

Show is a hoked-up edition for the summer trade, but is at least diverting by vacation standards. Off to a slow start, this production cranks itself up as it goes along, and audiences seem to enjoy it, at least with the added element of Pinza's personality and casy-does-it performance in the role of the worldly playwright.

Supporting cast is satisfactory, with Philip Loeb expertly comic as the playwright's collaborator Francis Compton gives a deft portrayal of the butter, repeating the role he played in the last Broadway revival of the piece, Other helpful contributions are provided by Vilima Kuter as the prima donna, Alexander Clark as the hambo actor and her former lover, Michael Wager, as the ardent young composer and Ty Perry as the secretary.

Ezra Stone's staging stresses farce.

Anna a Campera

I Am a Camera

Ann a Cannern
La Jolla, Cal., July 3.
In Jolla Playhouse production of drama in three acts by John Van Druten, based on rected by Norman Lloyd. Setting by Bill Martin. Costumes by Dorothy, Jeakins. Tyler Winn, stage, manager, At La Jolla (Cal.) Playhouse, June 30, 23; \$4.21 top. Christopher Isherwood Don't Tyler Fraultin Schneider La Edit Angold Cal. Schneider Bernard Cal. March Hill Cal. Dorothy McGuire Natalla Landauer Ruth Hill Cithe Mortimer Alan Haler Jir. Mry. Watson-Courtneidge Lee Palrick

Somewhat different interpretations are placed on main roles in "I Am a Camera," kickoff of seventh season for La Jolla Playhouse, with Dorothy McGuire assaying the original Julie Harris part.

Miss McGuire's approach to the role is one of total amorality, unlike Miss Harris' delineation of a nice girl gone wrong in a teeming city. Portrayal is superb blend of outspoken humor and underlying confusion tinged with desperation over drifting prostitute status.

Don Taylor's etching of Isherwood is stronger, more positive than the original, with Norman Lloyd's direction stressing participant as well as observer characteristics of the young writer. Sensitive quality is captured with charm by the film thesp, who underplays for sock effect. Platonic relationship is rendered plausible by flawless acting.

Other parts are good, with La-

for such a ship is rendered plausible by many less acting.

Other parts are good, with Lamont Johnson as German concealing Jewish ancestry, and Ruth Hill, the Jewess, rating high Lloyd's direction puts zest and flavor in a play that is essentially little more than a dimension-less portrait. Bill Martin, in first venture here, turned out an effectively drab set, capturing the mood of Berlin in 1930.

Don.

VARIETY

the top role of Lilit Vanessi, sharing vocal honors, with "I Hate Men," a show stopper. Entire cast is competent, and the smooth opener augurs sock biz for the fortinght's run.

Patricia Bright, as Lois, belts over "Always True to You in My Fashion," white lyrical chores by others go well. Paul Godkin, Atkins & Coles, and dancing ensemble add slick terping, while running comic relief is added by Wally Brown and Mort Marshall. Peter Wolf's sets, per usual, assure excellent milieu, visually complemented by bright costuming and top light. bright costuming and top light.

Legit Followup

Carnival in Flanders (PHILHARMONIC, L. A.)

Hollywood, July 7. Eight weeks in the California sunshine may make a hit bloom from this weak seed, which opened here last night (6), but the odds are heavily against it. Some of the necessary attributes are there and the show has already undergone some revision since its abortive. Philadelphia tryout last month. But unless the energetic efforts scheduled for the next eight weeks here and in 2n Francisco include lavish transfusions of comedy and general brightening of the book, this "Carnival" will not get to Broadway.

As part of scheduled reworking, veteran film director Leo McCarey probably will take over the restaging. Jack Cole's name has disappeared from the credits and it's understood Helen Tamiris now is working on the choreography, which has one standout number. Eight weeks in the California

understood Helen Tamiris now is working on the choreography, which has one standout number, "Rape Ballet," excellently danced by Matt Mattox in the first act. After that, it becomes repetitious flamenco stuff which could stand some flemish peasant leavening.

Despite tinkering with the score standout tunes remain those which clicked in Philadelphia. Sole major cast change, Roy Roberts for Walter Abel, appears to have had the desired effect but comedy characters surrounding him still fail to register.

Involved guarantee will send

him still fail to register.

Involved guarantee will send the show back to N, Y, in September, with operating profit of around \$20,000 for these eight weeks. This, plus the time, may turn the trick. The easiest way might be to scrap the book entirely and start alresh. Even then, prospects are slim.

TRINIDAD DANCE GROUP **IMPRESSES IN U.S. BOW**

In their American preem at White Barn Theatre, Westport, Conn., Sunday (5), Geoffrey Holder and his Trinidad Dance Group presented an exotic, striking program of native dances a la Katherine Dunham, some of the lighter numbers being a fair bet for TV or nitery spot.

or nitery spot.

Holder is standout as leading performer and also has personal charm and humor, which he uses to good advantage in song or pantomine sequences. Other five terpers are all tops, especially Leonard Reyes and sole femme dancer, Scoogie Brown.

For popular consumption, present program seems topheavy on ritualistic voodoo numbers. Best commercial bets are "Sebby Leb-

Critic Rice's Activities

Condition of Vernon Rice, drama editor-columnist of the N. Y. Post, who is a patient in the Medical Arts Center, N. Y., after a heart attack, is reported satisfactory. However, his physician has advised an extended rest.

Although details are lacking, Rice is said to have had the attack while covering an off-Broadway show late last week. He apparently did not know he had a heart condition and did not realize immediately what was wrong with him According to friends, his condition is not critical and there is no cause for alarm, but he must adopt a less intensive schedule henceforth.

For the present, staff members are handling routine legit news at the Post The sheet's critic, Rich-ard Watts, Jr., is in Europe.

Off-B'way Show

The Little Clay Cart

Terese Hayden (in association we Liska March) presentation of drama King Shudraka, translated by Arthur Vilam Ryder, Directed by Edward G. Gressetting, by William and Jean Eckart. Theatre De Lys, N,Y, June 30, 53; to the control of
For the final offering in her four-play repertory season, Terese four-play repertory season, Terese
Hayden has turned to the 1,000year-old fable by King Shudraka
tagged "The Little Clay Cart." It's
an honest attempt to reproduce
the Oriental dramatic styling; but
it doesn't quite come off. Aside
from the soporific effect of the
play's overly-simple morality tale
of good conquering evil and love
conquering all, the thesps aren't
up to the performing nuances necessary to carry it off.

For the most part the style is

up to the performing nuances necessary to carry it off.

For the most part, the style is too. heavy and lacks the shadings needed to make the Hindu drama palatable. Granted the dreary, stilted dialog gives them little to work with, but a lighter touch could have eked out some charm. Phillip Pine, for example, does it with his whimsical portrayal of a scientific thief, and Stefan Gierasch does it with his burlesque version of a lisping villain. At times Sono Osato's courtesan is, light and enjoyable, but the tendency to sound off weakly keeps most of her lines on the wrong side of the proscenium. Richard Waring's stentorian tones, on the other hand, make his reading of the poor but honorable aristocrat stiff and dulf.

In lesser roles Leo Lucker, Vi-

stiff and dull.

In lesser roles Leo Lucker Vivian Matalon, Arthur La Rol and Alan MacAteer give commendable performances, but the styles are so varied that they add little to the play's mood. In a brief bit, as Waring's devoted wife, Kay Medford captures the essence of the fable.

Legit Bits

John Hamill sings the tenor lead in "Traviata" Saturday night (11) at Triboro Stadium, N.Y. With the closing of "Crucible" next week, Dora Chamberlain, boxoffice treasurer of the Martin Beck, N.Y. will visit her son and his family at Lakewood, N.Y. Jean Stapleton will appear in "Second Fiddle," with Betty Field, next week at the at Lakewood, N.Y... Jean Stapleton will appear in "Second Fiddle."
with Betty Field, next week at the
Pocono Playhouse, Mountainhome,
Pa., and remain the following week
for a role in "Kiss and Tell"
John J. Garrity will be company
manager again next fall with the
touring "Oklahoma."

John J. Garriy will be company manager again next fall with the touring "Oklahoma."

Ferdinand Hitt sang the male lead in "Can-Can" several performances last week when Peter Cooksov was ill. Edwin Cooper succeeded Philip Loeb as Ed Hoffman, the bank president, for the last week of the "Time Out for Gingen run. Pressagent Sol Jacobson, motoring to Mexico for a vacation, stopped off last week at State College, Pa., to send out a release announcing that Peter Larkin will do the scenery and lighting and Noel Taylor the costumes for "Teahouse of the August Moon," to be produced by Maurice Evans and George Schaefer.

Farley Granger is reported set for a leading role in "Oh Men, Oh Women," Edward Chodorov play to be produced by Cheryl Crawford Gertrude Macy returned Monday (6) from a visit to Katharine Cornell at the latter's summer home on Martha's Vineyard. Neither the star nor her general manager has any definite production plans Stanley Gilkey went to the Coast last week for contabs regarding plans for his production of the John Murray Anderson "Almanac" He's due back in four weeks

Faith Burwell was signed by Leonard Sillman to replace Dinnie

He's due back in four weeks.

Faith Burwell was signed by
Leonard Sillman to replace Dinnie
Smith in the Chicago 'New Faces'
only one day after she graduated
from Northwestern U. She had
been auditioned by Sillman immediately after her performance inthe university's 'Waa-Mu show and
was hired on June 17 when Miss
Smith suddenly had to leave the
cast. Miss Burwell made her debut
with 'New Faces' Sunday (5).

Between his other acting, directing, writing and producing activi-

Between his other acting, directing, writing and producing activities, Jose Ferrer will take time out to direct and star in a six-weck, three-production drama season opening next Dec. 11 at the N. Y. City Center. Pressagent-producer Jean Dalrymple, who arranged the deal, will assist on production details... General manager Herman Bernstein and house manager Warren O'Hara due back July 22 from their European junket. Company manager Carl Fisher and actress Peggy Cass (Mrs. Fisher) had reached Germany last week in their leisurely travels around the Continent.

their leisurely travels around the Continent.

Phillip Bloom, after visiting with the State Fair Musicals in Dallas, went to L. A. for the Coast debut of another of his accounts, the N.Y. City Ballet, which preemed at the Greek Theatre Monday (6). He'll be back in N.Y. next week (13).

Franz Speneer's "The Happy Ant Hill," which has been held by various other managements, has been optioned by A. Joseph Tandet and Bernard Friedman for proposed fall production on Broadway.

Albert Marre will stage "Kismet," Edwin Lester's musical production to play Los Angeles and San Francisco. in preparation for a possible Broadway presentation in the fall if a theatre is available. Alfred Drake and Doretta Morrow will costar... Cheryl Crawford is mulling a revue with sketches based on James Thurber material.

Anna Wiman, daughter of late producer Dwight Deere Wiman.

based on James Thurber material.

Anna Wiman, daughter of late producer Dwight Deere Wiman, will partner with David Aldrich, son of producer Richard Aldrich, in the production of "Sodom, Tennessee," folk drama by William Berney and Howard Richardson, with background music composed by Lamar Stringfield, Miss Wiman is reportedly providing half of the \$80.000 financing." by Maxwell "Povilis Hornning" by Maxwell

\$80,000 financing.
"Devil's Hornpipe." by Maxwell
Anderson and Rouben Mamoulian,
with music by Alli Wrubel, is
slated for production late in December by the Playwrights Co.

Rachman Plaque

Omaha, July 7.

Omaha, July 7.

A plaque honoring "a great and kind drama critic, the late Jakz Rachman," was presented to the Omaha Community Playhouse at the annual awards banquet last week, and will be hung in the building. Rachman was the VARTETY mugg and World-Herald critic here for years prior to his death last fall.

Mrs. Walter Key was reelected president for next year.

Show Finances

	1220 04 114113 00, 00,	
Original investment		\$300,000
Production cost	tryout	336,794
Gross for six-week Philly	tryout	297,264
Operating profit on Phuly	tryout	68,395
N. Y. preview profit		1,659
Income from records, she	et music	12.500
Net cost as of opening ni	ght on B'way	254,240
Cross for first 31/2 weeks	on B'way	177 808
Operating profit first 3½:	weeks on B'way	36.485
Cost still to be recouped		217.755
(Note: The Feuer &	Martin production of the Cole	Porter-Abe
borone musical enough	Man 7 150 at the Challent M.	NE TILL

Burrows musical opened May 7, '33, at the Shubert, N. Y. Theatre share is 30% of the first \$20,000 gross, 25% of the balance. Show's weekly payroll includes about \$7,685 for cast, about \$2,550 for musicians, about \$3,135 for stagehands, \$925 for staff and general manager, total of 12*4% royalties (including 1% to the producers), \$125 to the designer, \$210 advertising and \$714 wardrobe. Other weekly expenses include around \$1,200 advertising, \$275 wardrobe, \$250 property and scenery, \$350 office expense, \$175 insurance, \$150 auditing and \$236 boxoffice.

boxoffice.

Of the \$336,794 total production cost, \$77.367 was scenery expense, \$5,355 backstage theatre reconstruction, \$7,144 property expense, \$52,392 costumes and wardrobe expense, \$13,142 designers' fees, \$11,048 electrical and sound expense, \$18,907 orchestration and copying, \$10,350 choreography fees, \$1,539 research and script typing, \$7,213 rehearsal salaries, \$10,229 other rehearsal expense, \$22,619 advertising expense, \$1,827 tryout travel expense, \$8,168 hauling, \$8,127 Philly take-in expense, \$5,279 New York take-in expense, \$5,089 production travel expense between New York, Los Angeles and Paris, \$6,444 New York pre-opening expense (including \$4,500 for postponement of opening), \$14,855 Philly hotel expense, \$1,072 entertainment, \$12,445 administrative, \$1,239 insurance, \$1,131 payroll taxes and \$812 miscellaneous.)

Barn Notes

ing (N. Y.) Summer Theatre began its summer season Friday (3) with "Pygmalion". "With Drum and Colours," by Romeo Muller, will preem at the Theatre-Go-Round, Virginia Beach, Va., Aug. 4, with the author starring.

Christine McKeown flacking for Westhampton (L. I.) Beach Playhouse and John Drew Memorial Theatre, East Hampton, L. I. Ron Rawson is operating both houses. "K. G.", play by Halsey Melone to be done at the Malden Bridge (N. Y.) Playhouse July 29, was pre-

One Thing After Another — tucks County Playhouse, New tope, Pa. (6-11). (Reviewed in ARIETY July 1, '53).

Daughters of the Late Colonel, by Louis Beachner and Ben Morse—Hampton Beach (N.H.) Playhouse (6-11).

18).
Sailor's Delight, by Peter Blackmore, adapted by Lawrence Langner, with Eva Gabor and Tom Helmore—Westport (Conn.) Country Playhouse (6-11). (Reviewed in Vantery July 1, '53).
Second Fiddle, by Mary Drayton, with Betty Field—Pocono Playhouse, Mountainhome, Pa. (13-18). Reviewed in Vantery June 24, '53).
Starfish, by William Nobel—

'DOLLS' HEFTY \$39,500; 'SING' FEEBLE 14G. D.C.

"Guy And Dolls" has hit D. C. like a daily double, rolling up a fat \$39,500 at the boxoffice for its initial stand at the National Theatre last week. Playing to only a \$4.80 top for its six-week stand in the nation's capital, the musical is holding an advance sale of better than \$70,000 and looks strong for the entire engagement. Show got off to a solid start when it drew uniform raves from critics of the four Washington dailes.

Rain, always a threat for out-of-doors entertainment, walloped the Carter Barron Amphitheatre twice last week and held down its grosses for "Of Thee 1 Sing" to \$14,000. "New Moon" is current in the 4,000-seat amphitheatre. "School For Sendal," second of the season's offerings at Olney (Md.) Theatre, drew a modest \$2,500, due to mixed critical reception. "School" is now in its second and last week at the strawhatter.

Heat Lops Loop; **'Joey' \$21,400**

Chicago, July 7.

Heated holiday weekend has all but killed Loop legit, all shows dipping heavily last week. Outlook is hopeful, though; with convention traffic big for the duration of the

traffic big for the duration of the summer.
Twofers are keeping "Maid in the Ozarks" in the black.
Estimates for Last Week
Maid in the Ozarks, Selwyn 19th
wk) (\$4.20; 1,000). Holds with twoper-ticket policy at gainful \$10,000.
New Faces, Great Northern 110th
wk) (\$5.00; 1,600). Plunged by
holiday bite to \$21,000; previous
week was \$24,100.
Pai Joey, Schubert (\$5.00; 2,100)
(6th wk) (Harold Lang). Sagged to
\$21,400.

Weather Bops 'Blondes' In Pitt With \$28,000

three-quarters of an hour, bringing curtain down, early in the morning. Stars were Kyle MacDonnell, Holly Harris, Dick Smart, Harry Stockwell and Anita Alvarez.
Civic Light Opera Assn. is dabbling in Gilbert & Sullivan currently for the first time with "The Mikado," starring Martyn Green as Ko-Ko,

Kentuckian' Ends L'ville Run With Big \$23,500

Run With Big \$23,500

Louisville, July 7.

"Tall Kentuckian," with cast headed by Royal Dano and Louisa Horton, wound up the third and final seven-day frame in the Iroquois Amphitheatre with a big \$23,500. Strong selling effort, including 20% cutrate for schools, family plans, group tickets, etc., plus perfect weather, all combined to make the final week best of the three-week season. First week garnered \$15,000, second taking \$17,200.

Play was underwritten by University Festival, Inc., as the top attraction for Louisville's 175th anniversary of the town's founding. Play was written by Barbara Anderson, wife of Dean Dwight Anderson of the School of Music. U. of Lousville, and Norman Dello Joio composed the score for narrator, chorus and orchestra.

Current Road Shows

Carnival in Flanders (Dolores Gray, John Raitt (Iryout)—Phil-harmonic Aud., L. A. (6-18) (Re-viewed in Vantery, June 10, 53). Good Nite, Ladies—Capitol, Salt Lake City (6-11); Geary, S. F. (13-18).

July Hands B'way Annual Biz K.O.; 79G Total Drop as Most Shows Sag; 'Town,' 'Can-Can' Clean, Others Miss

'Wizard' Great \$63,000 In Kansas City Week

Kansas City, July 7. "Wigard of Oz." as second pro-"Wizard of Oz." as second production of the Starlight Theatre's 10-show season, proved a strong entry and came up with one of the better grosses of the three-year history of the theatre. It closed a seven-night run Sunday (5) with a great \$63,000, despite Sunday night, rain.

night rain.

"Oz" had fine performances from its cast, with Jo Sullivan as. Dorothy, Lou Sciler as the Scarecrow, Jack Eddleman as the Tin Woodman and Richard Wentworth as the Cowardly Lion.

Third week's production, "The Merry Widow," began Monday (6) for a week's run, with Jean Fenn. Ralph Herbert, Glenn Burris, Billy Gilbert and Eileen Schauler.

'Waltz' \$52,000, 'Dolls' \$9,600, L. A.

Heat and the holiday weekend combined to keep grosses below expectations last week. "The Great Waltz" departed the Philharmonic And Saturday (4) after four weeks, to make way for "Carnival in Flanders," which opened last night (Mon.) as the third offering of the Clvic Light Opera season.

Estimates for Last Week
Guys and Bolls, Biltmore (1st wk) (3480, 1636). Opened Thursday (2) and hit \$0.600, far below hopes for the initial half-week; first three days of the week in Sania Barbara drew \$12,900 for a total of \$22,500 for the seven-performance string.

Hard To Be a Jew, Civic Playhouse (1st wk) (\$3.60, 376). Resumed its run Tuesday (30), initial frame getting a good \$2,100. Finals Sunday (12), with house closing for summer.

Mister Roberts, Las Palmas (2d)

Mister Roberts, Lis Falmis 2008, Wkl (\$3.60, 400). Okay \$4.400 for the first full frame.

The Great Waltz, Philharmonic Aud (4th. vk) (\$4.80, 2.670). Final frame hit \$52,000, to give it \$205.500 for the four-week run.

'FORWARD' FINE \$39,700 IN 2D DALLAS STANZA

Dallas, July 7.

State Fair Musicals' second summer bill, "Best Foot Forward," closed Sunday (5) with a big \$75,500 gross for 14 performances. Second week hit a fine \$39,700. Stars were Debbie Reynolds and Joan Bennett, supported by Low Parker, Alice Pearce, Laurel Shelby and Mort Marshall.

"Kiss Me, Kate," opened last night (Mon.) for a two-week run, boasting good advance sale. Jose Ferrer and Lilli Vanessa costar in the revival.

'Rio Rita' Fine \$49,000 In St. Louis Stanza

In St. Louis Stanza

St. Louis, July 7.

A 24-hour wildcat transportation
strike and increavy, flirting around
the 100-degree mark throughout,
didn't dampen draw of payees to
"Rio Rita." One-week frame at
al fresco theatre in Forest Park
ended Sunday (5) with fine estimated gross of \$49,000.

"Blossom Time" has been revived for the first time in 21 years
and piece feed off last night
(Mon.) with 8,000 customers on
deck and a gross of approximately
\$7,500.

As expected, the bottom dropped out of business on Broadway last week. Added to the inevitable July h.o. dive, attendance was knocked off by the ideal weather over the July 4 weekend.

over the July 4 weekend.

Holiday exodus began Thursday night (2) and by Friday night (3) midfown New York was relatively described. The few visiting out-of-towners appeared to be stroller-gawkers rather than legit patrons.

towners appeared to be stroller-gawkers rather than legit patrons. Only two shows, "Can-Can" and "Wonderful Town," managed to go clean at all times, even "Seven Year Itch" having empty seats at the matinees and the new "Me and Juliet" taking an \$8,000 sag. Drops off as much as \$15,000 were registered by some shows; and there was a total skid of \$79,000 by 11 current entries.

Conditions are due to remain poor until after Aug. 1, when there should be a mild plekup. Traditional upturn is due Aug. 17.

"Hazel Flagg" closed last Saturday night (4) as scheduled, but instead of resuming Aug. 24, the management will see whether there's enough advance sale to relight Sept. L. If not, the musical will presumably be sent on tour. "Crucible" will shutter Saturday (11), but will tour in the fall.

Estimates for Last Week.

Keys: C (Comedy), D (Druma), C. (Renna)

Keys: C (Comedy), D (Drama), CD (Comedy-Drama), R (Revue), MC (Musical Comedy), MD (Musi-cal Drama), O (Opera).

cal Drama), O (Opera).
Other parenthetic designations refer, respectively, to top prices; number of seats, capacity gross and stars. Price includes 20% amissement day, but grosses are net; i.e., exclusive of tax.
Can-Can, Shubert 19th wk) (MC-\$7.20; 1.361; \$50.160). Clean again, at \$50.800 (previous week, \$50,700).

\$4.80; 1.214; \$28,000. Just over \$6,700 on twofers (previous week, \$9,900); closing Saturday night (11).

\$9,900; closing Saturday night (11);

Dial M for Murder, Plymouth (36th wk) (D-\$4:80; 1,062; \$29.815) (Maurice Evans). Over, \$15.900 (previous week, \$23,000).

Fifth Season, Cort (24th wk) (C-\$4:80; 1,056; \$25,277) (Menasha Skulnik, Richard Whorf). Under \$19,600 (previous week, \$23,051).

Hazell Flagg, Hellinger (21st wk) (MC-\$7.20; 1,527; \$53,000) (Helen Gallagher, Thomas Mitchell, John Howard, Jack Whiting, Nancy Andrews, Sherry, North). Over \$14,400 (previous week, \$27,000); closed last Saturday night (4) after 166 performances; slated to resume Sept. 1. provided there's a satisfactory advance sale by then; otherwise it will tour; has recouped about half its \$240,000 investment.

King and T. St. James (119th wk)

King and I, St. James (119th wk) (MC-\$7.20; 1,571; \$51,717) Yul Brynner). Over \$30,300 (previous week, \$45,700).

week, \$45,700).

Me and Juliet, Majestic (6th wk).

(MC-\$7.20; 1.510; \$58,000). Just over \$50,300 oprevious week, almost \$58,400).

My 3. Angels, Morosco (17th wk).

(C.\$4.80; 935; \$24,252). Just over \$10,900 oprevious week, \$16,400.

Pienic, Muste Box (19th wk).

(C.\$4.80; 997; \$27,534). Under \$24,400 oprevious week, \$27,800).

Porgy and Bess, Ziegfeld (17th wk). (C.\$6; 1.628; \$48,244). Over \$20,300; excluding tax, which the show retains oprevious week, \$27,000).

show retains (previous week, \$27,-000).

Seven Year Itch, Fulton (33d wk) (C-\$0-\$4.80; 1.063; \$24,400). Hadempty seats for the first time, going under \$24,200 (previous week, \$24,700).

South Pacific, Broadway (215th wk) (MC-\$8-\$4.80; 1.900; \$44,000) (Martha Wright, George Britton). Under \$26,600 for initial stanza of resumed run.

Wish You Were Here, Imperial (54th wk) (MC-\$7.20; 1.400; \$52,-080). Over \$28,600 (previous week, \$41,700).

Wonderful Town, Winter Gar-

\$41.700).
Wonderful Town, Winter Garden (19th wk) MC-\$7.20; 1.510; \$54,173 (Rosalind Russell). Clean again at under \$55,200.

Playhouse (6-11). (Reviewed in Variety, June 10, 53).
Second Fiddle, by Mary Drayton, with Betty Field—Pocono Playhouse, Mountainhome, Pa. (13-18). Reviewed in Variety June 10, 53.
Starfish, by William Nobel—Blythewood Theatre, Chestertown. N. Y. (10-11).
Blythewood Theatre, Chestertown. Playhouse, Manopac, N. Y. (14-18).
Too Much Amphitryon, by George Ross—Putnam County Playhouse, Mahopac, N. Y. (14-18). Was About Maisie?, by Mary and Francis R. Bellamy—Westport (Conn.) Country Playhouse (13-18).
Toundation of the control of

L.A. Biltmore Sighting 900G For 52 Weeks, Doubling '51-'52 Gross

Los Angeles, July 7.

Touring legit came back to life on the Coast, this year in an unexpected reversal of the downgrade of recent seasons, and the Billmore Theatre, local United Booking Office outlet, now looks to amass close to \$900,000 for the 1952-53 season, from Labor Day to Labor Day. Significantly, the tally recorded at the Billmore since the lush wartime period.

Adding to the new burst of optimism is the fact that the house already has some 13 weeks of bookings for the 1953-54 season, and the prospects are brighter for road attractions on the Coast than they have been in some time.

Billmore currently has the national company of "Guys and Dolls" ending the first week of a four and one-half week stand. It will take the house up to the Labor Day deadline.

Manager Peter Ermatinger's recombang and the weight of the light-ing insurers might have seriously injured anyone who might have been onstage at the time.

the Labor Day deadline.

Manager Peter Ermatinger's rec-Manager Peter Ermaninger seconds show that in the 31 weeks already completed, the house has grossed slightly in excess of \$650, 000, with an even dozen attractions. Virtually every one made money during the local stands, and a check of the figures indicates that road company producers amassed an operating profit of approximate-ly \$89,300 for the period.

Last season, the house was alight only 23½ weeks, playing nine at-tractions which grossed \$430,820, with a profit to the producers of \$77,200.

Biggest moneymaker of the sea-son was the phenomenal "Okla-homa" which hit an operating profit of \$20,000 for its three-week stand, despite the fact that it was the musical's fourth visit to town. It's total gross was \$86,300. Biggest grosser of the season to date, and certainly the surprise of the year, was "Top Banana,"

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wishes. Information regarding the whereabouts of the heirs of James P: Judge, author of SQUARE CROOKS. and Howard Warren Comstock, author of STEPPING SISTERS.

ONLY 19 MILES FROM TIMES SQUARE BEVAN HOTEL

LARCHMONT, N. Y TEL LA, 2-0602 On Long Island Sound Bathing Beach Outdoor, Sports Very Cool Bar—Plano Entertainment

tre Oct, 29. Solid Gold Cadillar, unspecified theatre, Nov. 2. Sherlock Holmes, unspecified theatre, week of Nov. 2. Kind Sir, Alvin, Nov. 4. All Summer Long, unspecified theatre, week of Nov. 9. Black Candle, unspecified theatre, week of Nov. 23. **CAB CALLOWAY**

"Porgy and Bess" 17th Week ZIEGFELD, NEW YORK

"Cab Calloway, famous miestro and father of scat, is a smooth, vivid Sportin' Life. His is A REMARK-ABLE_PEREORMANCE" Robert Coleman, N. Y. Daily Mirror.

Mgr.: BILL MITTLER, 1619 Broadway, New York

Columbus 'Theatre Party' Set for 3d New York Run

VARIETY

Set for 3d New York Kun

Columbus, July 7.

The Columbus Citizen, which has run an annual winter "theatre party" to New York the past two seasons, is scheduling one for autumn and probably another later in the same season.

Norman Nadel, sheet's dramaeditor, was in New York last week, previewing the plays and setting up the schedule for the party. Trip is scheduled for Oct. 11-16, and in the five days and four nights in Manhattan, theatre tourists will see four plays, Cinerama, Radio City Music Hall and the UN buildings. A side trip to Philadelphia for the Ohio State U-Penn football game is also being arranged. Price of the tour is \$99.50, which includes transportation, accommodations and the above-listed attractions.

EUROPE-U.S. QUICKIE FOR BALLET MAESTRO

Paul Strauss will make a quick transatlantic trip next week in order to conduct the NBC Summer Symphony on July 18 and 25. Strauss has been with Ballet Theatre on its current tour of Europe, alternating conducting appearances, with Joseph Levine

with Joseph Levine.

He flies to the U. S. next Monday (13), fills his engagements with the symph, and then returns immediately to Europe to rejoin Ballet Theatre.

County Playnouse, New Holes, Active Holes, Active Holes, and technical equipment came down slowly in a sudden gust of wind, the weight of the lighting fixtures might have seriously injured anyone who might have been onstage at the time.

PHONED TICKET ORDERS SUCCESS IN HARTFORD

Hartford, July 7.
Telephone reservations of theatre tickets, generally regarded as impractical in managerial circles, has worked out satisfactorily at the New Parsons here. Policy has been in operation for two seasons, since the present management took over and renovated the long-dark house.

sequently picked up. Theatre played 18 shows during the sea-

Philip Langner, Charles Bowden

Future B'way Openings

Guys and Dolls (reopening), 46th Street, Aug. 10.

Hazel Flagg (reopening), Hellinger, Sept. 1.

Anna Russell's Little Show, Van-

Anna Russell's Little Show, Vanderbilt, Sept. 8.
Pin to See the Peep Show, Playhouse Sept. 17.
Carnival in Flanders, Century, week of Sept. 28.
Tea and Sympathy, Barrymore, Sept. 30.

Sept. 30. Three Stories High, unspecified

theatre, Oct. 1.
Little Hut, Coronel, Oct. 5.
Ladies of the Corridor, unspecified theatre, Oct. 14.
Teahouse of the August Moon,
Martin Beck, Oct. 15.
Oh Men, Oh Women, unspecified
theatre, week of Oct. 19.
Theatre, week of Oct. 19.

theatre, week of Oct. 19.
Gently Does 14: Playhouse, Oct.

Girl Can Tell, unspecified thea-

Strawhat News

Continued from page 65

of a Nation" and early Douglas. Fairbanks thrillers.
Francis Cleveland, son of the late President Grover Cleveland, who operated the Tamworth theatre as well as being its top actor, said television, an election-year boxoffice slump and the inroads made by new barns in the area, had combined to sound the Bainstormers' death knell.

There was optimism, however, at some of the other theatres, as the Granite State's 53rd year of summer stock got underway. The 600-scat Lakes Region Playhouse installed a new air-conditioning system; the Hampton Summer theatre underwent extensive renovations and added two new wings, increasing its seating capacity, and the Windham Playhouse reopened June 29 with newly-up-holstered seats after heing inace house.

Recent check of boxoffice records reveals that during the 1952-53 season the average number of phone reservations per play was 1,350. while the average number of ticket window reservations was 150. In other words, phone reservations outnumbered window reservations nine to one. Only 31 phone reservations were not subsequently picked up. Theatre played 18 shows during the sea-Philip Langner, Charles Bowden and Nancy Stern, who operate the house, figure that the fact that the New Parsons draws patronage from a wide area makes the phone reservation not only feasible, but a virtual necessity. They point out that the phone reservation attendance is in addition to the healthy subscription trade at the house.

pacity, and the Windham Playhouse reopened June 29 with newly-up-holstered seats after being inactive last season.

Even the 100-seat Hutchinson Summer Theatre in Raymond, the state's tiniest establishment, is still carrying on courageously after weathering many financial storms.

McLean Shifts In Va.

McLean, Va., July 7.

The McLean Summer Theatre, operating in McLean the past three years, moves this season to Falls Church, Va., five miles from McLean and seven miles from Washington, D. C. Group will operate in a tent theatre with a regular proscenium stage. Opening date is set for Monday (13) with "The Moon is Blue."

Tommy Brent is producer and Elwyn Dearborn director.

Legit Shows Abroad LONDON

LUGIL JIIUWS AUTURU

LONDON

(Week ending July 4)

Affairs of State, Cambridge (8-21), Airs, Shoestring, Royal Ct. (22), Bed Samarifan, Criterion (6-24), Dear Charles, New (12-18), Bill M Murder, West (6-19), Eastward Ho, Royal Exchange (6-10), Escapade, Strand (1-20), Group (12-17-52), For Better Worse, Comment (12-17-52), For Better Worse, Comment (12-17-52), Group (12-17-5

SCHEDULED OPENINGS (Figures denote promière dates) As Long As Happy, Garrick (7-8). Henry V, Westminster (7-9). Henry VL, Old Vic (7-22). Moon Is Blue, Duke York (7-7).

Plays Abroad

Du Plomb Pour Ces Demoiselles (HOT LEAD FOR HOT BABES)

dapted from movel published by Editions Bleuve Noir. Directed by Georges Vitaly. Sets by Alwine. At Grand Guignol, Paris. Grand Guig

This Other Eden

This Other Edea

Dublin, June 16.

Irish National Theatre production of comedy in 3 acts by Louis D'Alton. Produced by Ria Mooney, Setting, Vera Dudgeon, At the Abbey, Dublin.

Marie McRoarty, Marie O'Donnell Roger Crispin Christopher Cason Gano Moyle Eddie Golden Police Sergeant Brian O'Higgins Conor Heaphy Ronnie Walsh Clannery Harry Brogar

Conor Heaphy

Channery

There are so many points in this comedy that remind the audience of shots made by George Bernard Shaw in "John Bull's Other Island," almost 50 years ago that observers may be forgiven for the suggestion that the piece is Shaw up-to-date. The dialog may lack the brilliance of Shaw's wit, but the play does not lack laughs as it jibes pleasantly at the foibles of the Irish.

The characters are stock figures which wander through this story of Ballymorgan and its project for a Memorial Hall to a patriot. The parish priest is the strongest character of the lot, while the Englishman is shown as the man who tried to be objective about Ireland, a man with a long way to go before realizing that theory and practice in the Irish are far apart. Louis D'Alton saw his fellow-countrymen clearly when he drew the characters for this play, even to appreciation of the fact that patriots can be human. Such bitterness as the author has observed and passed along here has been carefully wrapped in wit and humor. Ria Mooney produces with a lively speed.

Acting is good, with Eddie Coldon as Careful Medical the careful the man and the coldon as Careful Medical the careful the coldon as Careful Medical the careful
speed. Acting is good, with Eddie Golden, as Canon Moyle, the parish priest, and Christopher Casson making his first appearance with Abbey Players), as the Englishman, taking the laurels. Mac.

The Bad Samaritan

London, June 25.
E. P. Clift, Linnit & Dunfee presenta on of drama in two acts by William ouglas Home. Stars Michael Denison, trected by Murray Macdonald. At Crute on Theatre, London, June 24, 538 \$2.20

Breaking unusual ground, this latest Douglas Home play has a strong religious flavor, woven round domestic and spiritual problems. Its tendency to solve them through the over-flippant manner of the chief character detracts

from the serious atmosphere, not always to the play's advantage. It may attract here on the author's reputation, and popularity of Michael Denison, better known as a screen actor, but its chances in the U. S. would be thin.

the U. S. would be thin.

The home of a Dean in a cathedral town is the setting for a conflict between the higher and baser instincts in man. Two sons are poles apart in temperament—one an extrovert, the other introvert. The elder, a stockbroker, is a born, chaser; the younger hopes to follow his father's career in the church.

The worldly one invites two many control of the con

low his father's career in the church.

The worldly one invites two glits for the weekend, asserting he is in love with both of them. One has been his mistress for years, but refuses his belated offer of marriage knowing he doesn't really love her. The younger girl, a Catholic; and the younger son are instantly drawn to each other and, without premeditation, spend a night together. The boy is horrified at his fall from grace, and believing clergy should be celibate, leaves home in great distress. Months later the girl confides to the other woman that he is he bear a child. Unaware of the consequences of his sin, her lover returns from Rome, announces he has turned Catholic and is to enter the priesthood. Knowing the shattering blow to the boy's future it he learns the truth, his brother insists the girl marry him instead which provides a convenient, but scarcely happy, solution.

Michael Denison is at his best in these breezy inconsequential

which provides a convenient, but scarcely happy, solution.

Michael Denison is at his best in these breezy, inconsequentiat roles and gets full sparkle from every available quip. Ronald Lewis as the repentant sinner has a harder task, conveying, mainly through manner and expression, the bottled-up emotionalism of the purist. The two girls are well contrasted; the elder philosophically renouncing the man she loves is effectively played by Heather Stannard; the younger, caught in the tolls of her own immaturity, is movingly portrayed by Virginia McKenna. Perhaps the most satisfying performance comes from George Relph as the clerical head of a disordered household, and so sie Winter contributes a sweet, gentle characterization as his wife. Murray Macdonald directs the play with his usual sure touch.

POUND RIDGE

near Stamford Conn — a thor oeghly modern, attractive Colonial house with a lake for swimming and fishing. Secluded 10 acres of and fishing. Secluded 10 acres of land with more available. Contains, on first floor: large living room, library, bar, dining room, guest suite with bath, screened porch, servant's room, kitchen, etc.; on second floor: large master suite with 2 dressing rooms, bath and study as well as 3 other bedrooms and 2 baths. Bath house and tool house, screened picnic house and outside grill on lake. Owner, moved West, offers bargain and Immediate occupancy.

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2306 Florence Street Blue Island, Illinois

Literati

Nip Obscene Rash

Current rash of obscene literature printed in English has Tokyo gendarmes stumped. They find there is no law under which they can control improper publications in a foreign language. Meanwhile, visiting devotees of the ultra-eso-teric are avidly gathering such gems as Frank Harris' "Autobiography," Henry Miller's "Sexus," lie "Kama Sutra," "Memoirs of Fanny Hill," "In a Perfumed Garden "Autobiography of a Flea," "Autobiography of a Flea," "School Life in Paris," "Two Flappers in Paris," "A Night in a Moorish Harem" etc.

Most volumes are poorly-edited reprints of originals from France and other European countries. "Lady Chatterly's Lover," in a compictely unexpurgated edition, has long been a popular tourist's souvent. Prices run from \$3.50 to \$5 a copy.

Doubleday Staff Shifts

Doubleday Staff Shifts
Clark Potter, formerly, assistant
to the managing editor of Doubleday & Co., has Joined Garden City
Books and Hanover House, two of
Doubleday's subsids, as an assistant
editor. In another shift, firm has
named Edward Stoddard, ad-publicity manager for Garden City and
Hanover, to post of assistant to
John Gregg, sales manager for the
two divisions.
Larable Cunningham has resigned his editorial staff post on
the two firms to freelance.

Dowdell's Roman Holiday
Bill Dowdell, editor of the Rome
American News, established another first with a July 4 "double
number" (16 pages, or twice normal of the weekly, the first time
an Independence Day special in
English was ever published in the
Italian capital.
Dowdell's other pioneering was
the first St. Patrick's Day special
of an American sheet ballyhooing
the traditional Irish holiday published in English in Rome.

Nova's Libel Suit
Lou Nova, actor and former
pugilist, filed a libel suit for \$200,000 in Los Angeles Superior Court
against Vincent X. Flaherty, sports
columnist, and the Los Angeles

columnist, and the bos Ambered Examiner. Plaintiff declares he suffered damage in his new profession be-cause of a column Flaherty wrote two months ago. He asks \$100,000 in general damages, \$50,000 special and \$50,000 exemplary.

Birmingham TV Inserts Birmingham TV Inserts
Both Birmingham newspapers,
the Scripps-Howard Post-Herald
and Hanson's News, have begun
publishing weekly TV guide inserts
for Saturday's paper. Although
program highlights are for the two
Birmingham TV stations, the
schedule includes Nashville, Atlanta. Memphis and Montgomery
TV stations.
Lily May Caldwell of the News
edits their TV Guide. Fred
Woodress, Variery's Birmingham

Lily May Caldwell of the News edits their TV Guide. Fred Woodress, VARIETY'S Birmingham mugg, edits the Post-Herald's.

woodress, Variety's Birmingham mugg, edits the Post-Herald's.

TV Guide's Pitt Deal

TV Guide has added Pittsburgh to its growing chain as a result of a franchise deal with TV Digest, local mag in that city which also covers the tri-state area. Contract signed over the weekend between TV Guide and owners of Digest, William F. Adler, Rachel Adler, his wife, and Harold V. Cohen, drama editor of morning Post-Gazette and also Variety mugg in that city, gives the Annenberg interests a readymade circulation in the Pitt district currently of around 120,000.

The Adlers and Cohen will continue to print a local Pittsburgh-Tri-state insert, carrying detailed program schedules for area stations in the past and also retaining Pitt-slanted columns and features, with the nationally-printed TV Guide of 24 pages as a wraparound. Pitt mag, now 40 pages, as a result will go to 56 pages, with the insert being cut to 32.

TV Guide made an outright bid to buy up TV Digest, but after series of negotiations, the franchise alternative was decided upon by the Pitt organization. Digest was started by the Adlers and Cohen in November, 1950, and hit a peak circulation of nearly, 150,000 late this spring before the summer slump set in.

Bing Out of Pete Martin

The Simon & Schuster jacket gives "Bing's Own Story 'Call MeLucky' equal titular billing on the jacket, and buried inside is the "as told to Pete Martin." It's the jacket, and buried inside is the same Martin—Sateveposts' amusements articles editor—who did the somewhat condensed version of the Crosby saga in the SEP early this year.

Now, as then, and perhaps more so, "Lucky" (\$3.50)— there's also a \$1 paperback emerges as breezy reading but more than that, for the show biz and literati bunch, the end-result of this sort of collaboration proves the tape-recorded answer to any busy gent's prayer. Quite familiar within busy circles, especially with endlessly creative people, is the observation, "If I'r could just talk into some gadget and let somebody else worry about it." Well, that's what Crosby and Martin have done, and it's obvious that the vet Sateve-poster is the ideal ghoster. You wouldn't want a better taker-downer of your innermost thoughts and chafty inside stuff, or a better organizer and collaborator. In another era, Louis B. Mayer, when he first brought Jimmy Durante to Metro, had an oracle of Culver City, one Bob (Hoppy) Hopkins, just follow the comedian around the M-G lot and make mental and when necessary, cuff notes of the Schnoz's sagacious observations). Crosby has been one of the most written-up personalities in and out of show business. He's been around longer than most, so accumulative ly, with the years and the decades.

of show business. He's been around longer than most, so accumulatively, with the years and the decades the legends have pyramided. He has wisely nurtured his publicity resources so he hasn't worn out the

welcome.

This "own story" emerges as a

resources so he hasn't worn out the welcome.

This "own story" emerges as a chatty, informal and informative closeup on himself and the people whose careers have touched on the Crosby fortune, and vice versa. It's not particularly introspective from a competely tell-all attitude but it's more than usually revealing. He doesn't spare himself, but he doesn't expose himself altogether either. There is something rah-rah-team! in his self-abnegation and the plaudits for elder brother, brilliant mouthpiece, et al., as the real reasons for calling him lucky—especially in the Fort Knox league.

But in the main its is a sprightly autobiog. And, as above stated, one way to get it all—or most all—of it down on paper is to have a tape-recorder and a savvy ghost like Pete Martin as collaborators. Crosby, incidentally, puts in a plug in more ways than one for the tape technique for recording shows in advance. His name-droppings, of course, are authentic; his frank and invariably affectionate close-ups on his colleagues, authoritative, and his style not precious. He does indulge in the obvious running gag of calling Bob Hope, his lengtime pal and partner, "friend" or "that man." Martin, incidentally, is now at work on a similar job on Bing's "friend." Abel.

"Living Theatre" a volume of

'Living Theatre' Usage
'Living Theatre' a volume of
13 American and European plays,
edited by Alice Venezky Griffin,
published by Twayne Publishers,
Inc., with a foreword by Helen
Hayes, has been adopted for use
this fall by community drama
groups of the American Assn. of
University Women, which has
1,183 local branches.
Besides the texts of the plays,
book provides introductions and
questions which will be used as
discussion guides by club members
who meet monthly to analyze the
plays, Approach of the volume is
comparison of modern American
dramas with ancient and modern
European plays.

an extensive literati barnstorming tour to plug the \$5 book, as he did with "Show Biz." Holt's new Americana publica-tions include travel editor Horace

with "Show Biz."

Holt's new Americana publications include travel editor Horace Sutton's "Confessions of a Grand Hotel: The Waldorf-Astoria"; "Miami, USA." by Helen Muir, children's book editor of the Miami Herald; "Sard's: The Story of a Famous Restaurant," by Richard Gelman and vincent Sardi, Sr.; and "Neiman-Marcus, Texas." story of the famed store, by Francis X. Tolbert, Dallas News staffer, and ex-managing editor of Leatherneck, for which he was originally a combat, correspondent during World War II.

William Rancy, new editor-inchlef of Holt since Ted Amussen returned to Rinchart as veepee and head of the trade book department), has assembled other show biz and allied items for fall publication, including "Producing and Directing for Television." by Charles Adams tassociated with Maggi McNellis, Robert Montgomery and other TV shows; R. Taylor's cartoon book. "By the Dawn sugity Light" (the hangover problem); anthology of science-fiction. "The Best From Startling Stories," compiled by Samuel Mines, its editor, with an introduction by Robert A. Heinlein; Dale Kramer's first collaboration (with Madelino Karr) on "Teen-Age Gangs," introduction by Senator Estes Ketauver and foreword by Senator Chailes W. Tobey; Ernest Henningway's "The Sound of the Trumpet," novel dealing with an Army film unit; and Major Donald E. Keyhoe's "Flying Saucers From Outer Space." Same firm had published Frank Scully's "Flying Saucers" bestseller some time ago

Ohio Career '53 Winners

Ohio Career '53 Winners
James Thurber, Howard Barlow
and Dr. Grayson Kirk, Columbia
U. president, were chosen to
receive Ohio Career Medals of
1953 by the Ohioana Library Assn.
These three Ohioana will receive
their honors at the association's
annual meeting. Oct. '24. Thurber's
will be a special sesquientennial
medal.
Awards are given annually to

medal.

Awards are given annually to native: Ohioans, whose services over a long period of years have enriched the state and nation.

CHATTER

Jean Dallas shifted from American Weekly to become assistant Coast editor of Ideal Publications. Jack Radeliffe, Scot comedian, writing weekly column about show biz personalities for the Glasgow Sunday-Mail.

Jessyca Russell Gaver, publisher of Writers Newsletter, off to the Coast Sunday (12) via Las Vegas for a two-week stay.

Doubleday's associate editor. Isabelle Taylor, in Hollywood to confer with Republic on the production of the Gordon novel, "Make Haste to Live."

Mary Tierney, Boston Traveller columnist, is in Ireland on a three-week visit, with special interviews set for Prime Minister Eamon de Valera and U. S. Ambassador William H. Taft.

Henry Doorly, president of The Omaha World-Herald, celebrated his 50th anni with that paper last Wednesday (1) by tossing parties at four spots in Omaha for the org's 700 employees.

Anthology of 37 Frank Sullivan pieces in book form via Little Brown titled "The Night the Old Nostalgia Burned Down," due next month. Another LB anthology is "Outlaw," by Ernest Haycox, collection of nine western tales.

Payoff to Norman Reader's extensive European spring survey is a new anthology, under French Tourish Bureau auspices, of the restaurants of France, with accent on the low-cost eateries. It's an efficient guide free for the asking.

Making, his first, trip, to New York for his sheet, Pericles Alexander, amusements editor and drama critic of the Shreveport (La.). Times, is seeing Broadway shows and doing his column here for the next three weeks. Alexander was onetime pa for Gene Autry tours.

I. F. Freiberger has been promoted from president to chairman of the board of the Forest City Publishing Co., Cleveland, publisher of the Plain Dealer, is now president of the company.

Ardis Smith is back at the Buffalo N.Y. Evening News as first-stringer when the Times folded, remaining there for several years. He had been absent from Buffalo for a number of years.

Mary Nash, who has been handling. Dan Fitzpatrick's Corker

The only wonder about the new cartoon book, "As I Saw It" Samon & Schuster; \$5), by Daniel to "Vaudeville: From the Honky to "Vau

SCULLY'S SCRAPBOOK SUULLY S SUNAFBUUL By Frank Scully

Hollywood.

Hollywood, Demands for free scripts keep pouring in to Scully's Bedside Manor, and being a mugg who can talk many languages but can't seemingly say no in any of them, there is nothing to do but bow to the pleas of a devoted public.

So here is another flock of ideas designed to save Hollywood from a fate worse than debt. It would be nice if users tore off a masthead of Vantery and mailed it in, but with hot weather coming at last it may be asking too much for readers to exercise their options to that degree. So take the plots. They're all yours.

New Title

Old Title AND BABY MAKES THREE

PLR SQUARE

Two reclers, spliced together with a glue of personal continuity, very well now and then at the b.o. But the main task is to find myopic name-author whose eyes will stick out far enough to frighten

AND BABY MAKES THREE

Two reclers, spliced together with a glue of personal continuity, do very well now and then at the b.o. But the main task is to find a myopic name-author whose eyes will stick out far enough to frighten 3-D audiences.

Where such a name is lacking, advance publicity may be necessary to convince the public that here is a great writer even if they never heard of him before. In this case his name is Winterset Yawn. He ghosted the best-known works of Fenimore Cooper, Mark Twain, Bret Harte, Theodore Dreiser, and Jim Tully. His voice will introduce vignets under the generic title of "Pi R Square."

1. The first concerns a pony express rider and an Indian princess. They met at Laramie, Woo, while he is waiting for another rider to bring in a letter from his wife and she is waiting for her husband, an Indian chief, who is in the Wells Fargo office in Laramie trying to arrange a deal. The Indian promises his braves will not rob the mails any longer if paid 100 bushels of maize or 10% of the money orders, whichever is the larger. Settlements are to be made quarterly. While waiting outside, the pony express rider feels dangerous stirrings within his breast. The Indian princess keeps looking at him, but when he turns her way she averts her eyes. His fresh horse comes up. The mail sacks are transferred. He mounts and rides away. He waves to her. She waves to him. Her husband comes around the corner of the express office just in time to miss this exchange of fading affection.

That's all there is to this one.

2. Judge Squeak of San Francisco is toying with his watch-chain under his judicial robe. He is wondering whether to give Atty. Huilfax just a little more rope before hanging him for contempt. Squeak hates Halifax because in the old days Squeak used to turn all his personal injury cases over to Halifax on a split fee, being too bad a lawyer to win even a P. I. case from a street railway company. Both of them made money. Squeak used some of his to elect a U. S. Senator, with the understanding of co

Old Tille OUT WHERE THE MINKS BEGIN New Title SALT OF THE EARTH

OUT WHERE THE MINKS

Goaded by his wife's desire for a blue mink coat, Beat-Sugar Smith, middleweight champion, waves his arm at her. "Get lost," is all he says. But even a wave of his hand has such force, she fopples over as if hit on the button and doesn't get up till the count of 14. "Why don't you, fight somebody your size, you big builty" she cries. As he weighs only 160 pounds, and she weighs 215, this seems like a ridiculous remark.

But his manager, who would go anywhere for a fast buck, selzes on the idea and announces that Beat-Sugar Is now ready to take on heavyweights. At the mere idea One-Hound Rogan, the champ, laughs, While Rogan is thinking over the proposition, Beat-Sugar tours Europe and knocks over what heavyweights the continent has to offer as if they, were his wife.

But by the time he can get a fight with the heavyweight champ, dog days have come. The fight is held at the Polo Grounds the day after a hydrogen bomb has been tried out for size off Sandy Hook, it generates such terrific heat for 50 miles that by fight time New York is sweltering in 110 degrees of heat. It slowed the fight down to a walk. By the 10th round Beat-Sugar is down to a welterweight and Rogan to a middleweight.

Beat-Sugar can't get up for Round 11. The referee comes over to his corner to ask what the trouble is and promptly collapses.

Rogan's manager claims not only a TKO but the middleweight title as well, insisting his heavyweight champ is down to 158 pounds.

While some officials are trying to revive the referee and others are scurrying around to swear in a substitute, Mrs. Smith, here eye still on that blue mink toot, grash a bottle of salt tablets from the doctor's bag and forces Beat-Sugar to swallow a handful. Then she plies him with water. His handlers think she is crazy. So does Smith, But in a minute he feels his strength returning. Dehydration stops and he begins sweating like a cooling system, He becomes a human olla. He says he is ready to go on.

The new referee has them touch gloves, but Hogan can h

New Title CARBIDE LIGHTNER Old Title FLASH LIGHTNER

FLASH LIGHTNER

This is a biography of the man who first used flash powder to take photographs. His first attempt blows up the sitter, the district attorney, and lands the cameraman in jail on a charge of homicide. His name is Felix Lightner.

While in jail he perfects his technique by using a carbide which gives a bright light and so smells up the jail that he is transferred to a prison farm. He tries his stuff on the crops and corn grows high; all the prisoners escape.

All except Lightner. He is waiting for his wife and she takes so long to get dolled up that he misses the prison break.

The authorities horsewhip him, not because they like it, they say, but the public demands R. Flash rubs his body with carbide and doesn't feel a thing. Picture producers learn of this and pressure the governor into releasing him.

They tell the chief executive that their business is in a bad way, but if they can have more horsewhipping scenes which won't hurt actors, it would save an entire industry. They need Flash more than money.

actors, it would save an entire in the for face powder and sunburn. It even removes freekles. So women's clubs join in the crusade to free Lightner. Released finally freedom goes so much to his head that he divorces his wife, goes on a lecture tour, gets stranded at Mesa, Ariz, and is never heard of again.

Ariz, and is never heard of again.

This is just the right sort of picture for people who hate sequels.

Broadway

Constance Hope, show biz pubrep, left Friday (3) for Europe and Israel.

Pianist Claudio Arrau returned last Thursday (2) from his second tour of Israel.

tour of Israel.

Carl Winston, ex-King Features
Syndicates (Sunday Mirror mag)
joined John O'Malley's flackery.

joined John O'Malley's flackery.
James Mulvey, prez of Samuel
Goldwyn Productions, off to Europe Friday (3) on the America.
Bing Crosby and son Lindsay in
on the Liherte Monday (6) and off
inmediately by plane to Elko, Nev.
Mrs. Sigmund Romberg, widow
of the composer, salled on the Caronia Friday (3) for a 37-day North
Cape cruise.
Tony Ballon, comedy panto-

Tony Balloni, comedy panto-mimist, received Army discharge, and promptly booked for club date at Oceanport.

at Oceaniort.

Hans Schwieger, conductor of
the Kansas City Philharmonic,
sailed to Europe Friday (3) for a
three-month tour.

Harvey Lembeck and Robert
Strauss now making the publicity
rounds in eastern cities for Paramount's "Stalag 11."

mount's Stalag 17.

The David Sarnoffs quietly celebrated their 36th wedding anniversary July 4 by staying in town and going to the theatre.

going to the theatre.
Gladys (Mrs. Frank) Folsom lost her pet parakeet when it flew out of the window of their 20th floor Park Ave, apartment.
Warner Bros. sales chief Ben Kalmenson returned to the homeoffice Monday (6) from the Coast, where he participated in studio confabs.

where he participated in stewards confabs.

Barron Polan bringing over a new French chirper, with the Anglo name of Genevieve Hope, to do her stuff in a replica setting of an existentialist bar.

Charles Munch, music director of the Boston Symphony Orchestra, flew in from Paris Friday (3), to conduct the 1953 Berkshire Festival in Lenox, Mass.

Clients Richard Himber, Jack Manning, Jan Kiepura, Marta Faggert, and Ray Middleton, among others, feted by flack Bill Conlan at Press Box cocktailery Monday (6).

(6).

RCA prez Frank M; Folsom itching to get back at his desk; but the MD urges stalling another week or so despite the remarkable recovery from his recent surgery at Roosevelt hosp.

covery from his recent surgery at Roosevelt hosp.

Ed and Pegeen Fitzgerald, who do their WJZ radio programs all week from their Hay Island (Conn.) summer home, start commuting into N. Y. weekends for their new Sunday TV show.

Louis B. Mayer returned to the Coast last Thursday (2) just prior to the conclusion of the Stanley Warner - Cinerama deal. Former Metro production chief is board chairman of the latter company.

Arnold Moss, who kicked off the annual Festival of the Seven Arts in Lake Tarleton, N.H., over the weekend, planes to the Coast tomorrow (Thurs.) to play the heavy in Bob Hope's next Paramount pic, "Mr. Casanova."

morrow (Thurs.) to play the heavy in Bob Hope's next Paramount pic; "Mr. Casanova."

Mony Dalmes, "societere" of the Comedie Francaise, returns for the Paris legit season with her husband, Claude C. Philippe (of the Waldort-Astoria), by way of Madrid to altend the new Castellana Hillon premiere formalities.

Adele Astaire, now Mrs. Kingman Douglas, of Middleburg, Va., who made her last stage appearance in the original Broadway version of "Band Wagon" in 1932, was in N. Y. last week to catch a private screening of Metro's "Wagon" pic adaptation, which has brother. Fred starring in the film.

Melro producer Pandro S. Berman returned to the Coast yesterday "Tues.) following his arrival from England, where he's producing "Knights of the Round Table." He's also helming the Lacifle Ballbesh Arnaz starrer. "The Long Long Trailler," which recently faced the cameras.

Victor Saville, producer of the Mickey Spillane films, left over the past weekend for a swing of Europe and Israel, with view of possibly lensing an upcoming pic abroad. Spillane went to Chicago-yesterday (Tues.) for flackery, work on "I the Jury," first of his stories to be picturized by Saville.

The Chardie Schlaiters to Europe yesterday (Tues.) for flackery, work on "I the Jury," first of his stories to be picturized by Saville.

The Chardie Schlaiters to Europe yesterday (Tues.) via the SS Liberle, with their children, and will motor from Paris to Rome, with stopoffs, after docking in Southampton for London Ex-20th pub-ad head, now, at helm of own agency, will do some special CinemaScope work for 20th-Fox while en route. Returning in September, George Jessel hrs skelved his "Rip-Van-Winkle" (Jimmy Durante) indie film production until next year, awaiting the 3-0 transition and also because of his new Jury, first of his stories to be picturized by Saville.

The Charlie Schlaiters to Europe vesterday (Tues.) via the SS Liberte, with their children, and will motor from Paris to Rome, with stopoffs, after docking in Southampton for London Ex-20th pub-ad head, now at helm of own agency, will do some special CincamaScope work for 20th-Fox while en route. Returning in September.

George Duffy's bandmen back at Hollenden's Vogue Room for summer.

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Hollenden's Vogue Room for summer.

Hollenden's Vogue Room for summer.

Hal Benson, skipper of WHER.

Mississippi's most powerful AM outfit, the on tour of agencies.

Charlie De Vois, manager of wollet, keigh production of Aldrich & Room in the skipper of WCBR, Memphis' newest AM indufficed was printed and outfit.

Curtiss White, owner of White, skippering two-hours daily of classics.

To hias, Eddie-Fisher and Lester of Gabor.

Horman Shumlin working on his all production unfill name Wouk putting finishing touches airplane but neither he nor his wife was injured.

Nicky Drago, trumpeter formerly with Tune Toppers, formed own test during Fair.

Way Club on Friday (10).

George Duffy's bandmen back at Hollen of summy with Buldy Deane, former Memphis platter-turner, now with Buldy Deane former Memphis platter-turner, now with Buldy Deane former Memphis platter-turner, now with Buldy Deane former Memphis platter-turner, now with

ly, comedian has his 11-year-old daughter Jerilyn in town for a visit; he plans to build a home in Westchester at Pleasantville, N. Y., near his uncle Robert Milford's place.

Westport, Conn.

By Humphrey Doulens
Sid Caesar sporting a goatee.
The Walter Abels leaving soon

Sin Caesar sporting a goate.
The Walter Abels leaving soon
for Coast.
Tyrone Power visiting the John
C. Wilsons.
Lester Cowan here. Ditto William Hawkins, drama critic of N.Y.

nam nawkins, draina natur Telly-Sin.
Florence Lowe, Variety's Washington muggess, visiting Richard Skinner here.
Geoffrey Holder's Trinidad dancers at Lucille Lortel's White

dancers at Lucille Lortel's White Barn Theatre. Mr. and Mrs. John Steinbeck and Richard Aldrich guests of the Law-

Richard Aldrich guests of the Lawrence Langners.
Eva Gabor at Longshore club.
Her mother, Jolle, Joining her here
from New York.
Meredith Willson flying in from
Coast to conduct next Fairfield
Pops Concert (17).
Victor Gilbert opening Willard
Room at Stonehenge featuring Judson Smith nainsi-vocalist.

Room at Stonehenge featuring Jud-son Smith, planist-vocalist.
Edna Perber, Justin Sturm, Fan-nie Ferber Fox, James Melton, John Steinbeck, Raymond Massey, Christie McDonald, Jean Dalryn ple, Eva LeGallienne, Theresa Helburn, William Raiser, Philip Dunning at premiere (6) of "Sailor's: Delight" at Country, Play-konea. house.

Paris

Josephine Baker to Rome for

Josephine Baker to Rome for intery stint.

Richard Myers to London for "Moon Is Blue" preem.

Micheline Presle into new Louis Decreaux play, "If I Liked to Be Beaten."

Decreaux play, "If I Liked to Be Beaten."

Marcel Carne preparing next pic, "Boxing," in which Jean Gabin will star.

Jean Negulesco joining his wife here before heading for a pic stint in Italy.

Reginald Denenholz of Theatre-Guild to ogle French legit for any U.S. possibilities.

Hedda Hopper, back from German-Italian tour, to spend weekhere before homing.

Jacques Flaud, head of the Centre, National Du Cinema, to Berlin for pic talks with German officials.

Roland Petit ballet troupe cancelling Scandinavian tour to do

celling Scandinavian tour to do tour of Holland and British Isles instead.

nstead.
Selene Walters here after fin-ishing a stint in the King Bros. pic. "Carnival," being made in Munich Munich

unien. Dean Martin & Jerry Lewis here

Diean Martin & Jerry Lewis here before heading for Germany for a tour of military installations and hospitals.

Yvette Chauvire back into the Opera-Ballet for "Giselle" before heading to London to join Anton Dolin's London Festival Ballet.

Janc Scott, U.S. terp, quits the Nouvelle Eve show here this week to head home for a series of engagements in L.A. and Las Vegas.

Maurice Dekobra writing and directing a sketch pic. "Les Bancos Du, Hazard." to be made here in two versions, French and English. "Theatre." Somerset Maugham novel dramatized by Guy Botton, set for Paris production next season, local producers trying to ink Marlene Dietrich for lead.

Pierre Galante, Paris-Match editor, heads for L.A. this week for confabs with Jose Ferrer on possible Broadway adaption of the French-legiter, "The Pirate."

Michele Morgan and Gerard Philipe back from Mexico to finish their pic, "Les Orgeuilleux" ("The Proud Ones") here under the direction of Yves Allegret.

Fire Island

Fire Island

By Robert Lantz

Felix Jackson, due to take over Studio One in September, at Ocean Bay Park.

Joan McCracken, of "Me And Juliet," houseguest of Sherlee Weingarten.

Mnrray Gruhn, TV and airconditioning equipment distrib, guesting at Jimmy Stroock's.

William Dozier, CBS producer resting here before leaving for the Coast. He'll have Madeleine Carroll starring in Ben Heech's "The Actress." July 23.

In the huge July 4 weekend crowd: Kevin McCarthy, Leonore Lonergan, Harriet Kaplan, Herbert Gottlieb, Arnold Horwitt, Rose Tobias, Eddie Fisher and Lester Gabor.

Herman Shumlin working on his fall

London

British preem of S. P. Eagle's "Melba" scheduled for the Odeon, Leicester Square, Aug. 27.

Lex Barker did personals here last week for his latest Sol Lesser opus, "Tarzan and the She Devil." Dean Martin and Jerry Lewis took the Golden Arrow to Paris last Monday and will entertain GIs on the continent.

Hermione Gingold off to Majorca for location this week and returns to London for a few days next month prior to saling for N. Y.
Paul Rogers, Old Vic actor, who made his screen debut in George K. Arthur's "Cynthia," Inked for a longtermer by Pinewood Studios.

After four years, Arnold Balley and his orch, and Santiago and his Rhumba band, have been let out by the Bagatelle restaurant, and will be replaced by smaller bands. Charles Boyer, who's been vacationing in London following a film assignment in Paris, salled for N. Y. on the "Mary" last Wednesday.

Sarah Lawson's first film under her new contract with the Rank Organization will be as co-star in Julian Wintle's new Technicolor comedy, "You Know What Sallors Are."

Irene Manning, here three years ago in West End musical has been

Are."

Irene Manning, here three years ago in West End musical, has been booked by Harry Morris for four weeks season at the Colony Club and the Astor. Opens July 13, and will make TV appearance prior to opening.

will make TV appearance prior to opening.
Joy Nicholls and Wally Peterson sailed last week for Australia. He'll be meeting his in-laws there for the first time and the procedure will be reversed when they get to his home in Boston some four months later.

Bernard Delfont's new "Folies" show at the Prince of Wales theatre, which stars Frankie Howerd and Winifred Attwell, will be titled "Pardon My French," title he borrowed from Sidney Burn's touring revue. Same title was used by Olsen & Johnson some years ago.

or of the control of an original, is by Don Sharp, and an original, is by Don Sharp, and goes into production mid-August, Will be produced at Beaconsfield studios by Herbert Mason, and stars John McCullum & Google Withers, husband & wife.

Miami

By Lary Solloway

By Lary Solloway
Lillian Roth returns to Clover
Club July 13.
Clubs and hotel cafes had sock
weekend over the 4th.
Bob MacFadden into Martha
Raye's Five O'Clock Club.
Nicholas Bros. start at Sans
Souci Blue Sails Room on Friday
(10).

(10).
"Anne of the Thousand Days" at
Casablanca Playhouse for two

weeks. Kitly Kallen at Saxony Eileen Barton at Nautilus dr

heavy biz.

Pete Petersen, bass-comic with

Vagabonds, rejoined the act. 10-day absence due to illness,

Philadelphia

Philadelphia

Big Bill Bilger celebrated his 20th year in show biz this week at the Golden Sho-Bar.

The Warwick Room is featuring a singing personality for the first time in Jimmy Burryll.

Hattie Green, Apollo Theatre headliner, is the singing femme for the show at New Town Tavern.

Pepper Davis, Tony Reese and the Goofers will play the entire summer at Harry Roach's Beach-comber in Wildwood, N.J.

Virginia Davis, daughter of bandleader Meyer Davis, has left for Ireland, Europe, and the Near East on an extended folk song hunt.

Cece Blake, former Vaughn Monroe chirper, in town this week to help exploit her recording of 'Heartless,' which she also wrote.

Cleveland

By Glenn C. Pullen

Norman Brooks moves into Sky-Way Club on Friday (10).

small combo and breaking it in at Mansfield's Catalina Club.
Kay and Jan Paderewski, who sold cafe here and moved to Florida, back for one-month singing date at Alcazar's Patlo Club.
Valerie Vitale, harpist formerly with Horace Heidt and Orrin Tucker crews plus several symphony orchs, teamed up with violinist Edward Matey at Wade Park Manor's Lincoln Room.

Barcelona

lanes."
"Magic Cocktail" show of magico
Richiardi now at the Barcelona

Theatre.

"Man in Dark." (Col), second 3-D pix shown in Spain, playing key first-runs.

Casablanca-Mexico nitery has The Rhythm Angels, being combo's first visit to Spain.

Carmen Sevilla, dancer and pic star, planed in from Mexico where she has been appearing.

Legit author Juan Ignacio Luca de Tena sponsoring his own play "Don Jose, Pepe y Pepito."

French Colony tossing garden party at the El Cortijo to present French warbler Renee Le Bas, Spanish Ballet directed by Juanita Reina, dancer, at the Calderon with "Port of My Loves" show.

The Apolo's new musical show, "Three Sighs At Six O'Clock," stars Bella Dorita and Features Ricardo Mayral, Jose Sazatornil, Josefina Puigsech and Pilar Rey.

Comedia Theatre has "The Importance of Being Earnest," with Guillermo Marin, Nani Fernandez and Gabriel Llopart in the leads.

Cayetano Luca de Tena is directing.

Havana

cuit.
Ernest Hemingway reported to
Africa to gather material for new

Shrine Club of Cuba held "Mid-summer Shindig" at Montmartre

Miami. Latest national census showed that 81% of the people in Havana have radios; 18.28% TV sets. For Cuba as a whole, 53.67% have ra-dios; 4.54%, TV.

Omaha

Sidney Neb. Lions Club will sponsor Dailey Bros. Circus there Aug. 11.

J. C. Michaels signed to stage his revue of vaude acts at American Legion event in Cambridge, Neb., Aug. 7-9.

Don Shaw orch of Sioux Falls played for Nebraska's Beauty Pageant in Fremont last week. Acts included comic Herbie Davis.

Aut Swenson Thrillcade, featuring Vonne LaCosta, staged its auto show at York, Neb., Thursday (2), Red Oak, Ia. Friday, and weekended at Playland Park in Council Bluffs.

Honolulu

By Walt Christie
Sally Rand opens at 49th State
Fair under sponsorship of Ed Sartain, who will get \$1.25 per seat.
Krazy Kats instrumental trio, with Dorothy Baker as singer, reopened redecorated room at Pearl City Tavern.
Brown Derby is billing Blinky Allen Quartet, with Smoky Lynn and Anna Marie Woodridge as vocalists, as "only all-sepia band in town."

Memphis

Hollywood

Hollywood

Keenan Wynns divorced.
Edgar Bergen returned from his European tour.
William Goetz out of hospital after a checkup.
Lou Smith opened his own public relations office.
Red Skelton hospitalized for a checkup in Palo Alto.
Ann Sheridan to Mexico to take up permanent residence.
Henry Koster heading for a two-month Caribbean vacation.
Clifton Webb vacationing on Hope Williams' Arizona ranch.
Mickey Rooney to Chicago and Boston for personal appearances.
Bruce Bennett signed a managerial deal with Lester Salkow Agency.

Agency. Basil Rathbone in town to re-sume film work after a five-year

san Rainbore in the control of the c

Berlin

By Hans Hoehn
Rudolf Bing, Met Op topper,
here for one-week stay.
Ulia Jacobsson will play female
lead in Berolina's "A Train Doesn't

lead in Berolina's "A Train Doesn't Arrive."

Ballet of Royal Opera Stockholm will appear here at Cultural Festival, which preems August 30.

While here, Gary Cooper visited several American installations, including Truman Hall and U. S. Army Hospital,
Pola Negri, silent pix star, reportedly will play part in a film about Hotel Adlon, Berlin's most famous hotel before World War II. Metro and NWDR-TV made a contract by which NWDR is entitled to telecast bits from M-Gmusicals not exceeding five min-

musicals not exceeding five min-

utes.

More than 500 guests who at-More than 500 guests who attended reception given by the Motion Picture Assn. of America during film festival here were greefed by Mr. and Mrs. Marc Spiegel, MPAA, rep for Germany, Eric Johnston, George Weltner.

Dallas

By Bill Barker Betty Reilly topper at Baker Hol's Mural Room.

Jess Barker in from the Coast to o.o. Texas oil deals. Rosemary Clooney in for four-day Columbia wax plug sessions.

Greer Garson, legal resident ere, bought stock in Lee Segall's

here, bought stock in Lee Segall's KIXL airer.

The Robert J. O'Donnells rented a Coast home for a two-month summer stay.

Jose Ferrer and Lisa Kirk costarring in "Kiss Me, Kate" at State Fair Musicals.

Interstate 'circuit has booked "The Moon Is Blue" for July 30 opening at the Majestic, Houston.

Claude Ezell, founder of international ozoners' org. in Memphis to organize Tri-State Drive-In Theatre Owners' Assn.

Evangelist Billy Graham filled Cotton Bowl (75,500 capacity) for record religioso draw on last night of four-week revival there.

Guy Madison, Helem Westcott, Yeara Miles, Ron. Hagerthy and James Brown in for five-city Texas personals with their pie, "The Charge At Feather River."

San Diego

By Donald Freeman

Buddy Morrow drew okay in one-nighter at Mission Beach Ballroom.

nighter at Mission Beach Battroom
'Ice Fantasies of 1953," produced by Max Turner, opened run
in Glacier Garden.
Forrest Tucker, cowboy thesp,
intervlewed by Edwin Martin on
latter's "Songs of a City" airer
on KSDO.

By Joaquina C. Vidal-Gomis Linda White at the Copacabana

nitery.
Francisco Bosch Co, at the Poliorama with the play, "Los Gavi-

Theatre.
"Man in Dark," (Col), second 3-D
pix shown in Spain, playing key

Chiquita & Johnson on Radio-centro Theatre stage. CMQ reportedly dickering with Nelson Eddy for appearances here. "House of Wax" broke attend-ance records on Radiocentro cir-

nitéry.

Montmartre manager Mario Garcia vacationing in Puerto Rico and Miami.

By Glenn Trump Sidney, Neb., Lions Club will consor Dailey Bros. Circus there

trainst as only an arrepta paint in town.

Dick Haymes cancelled military base concerts, confining stay to four-night stand in Civic Auditorium under Al and Joe Karasick sponsorship.

OBITUARIES

TITTA RUFFO

TITTA RUFFO

Titta Ruffo, ne Ruffo Capero
Titta. 76, opera baritone, died July
6 of a heart attack in Florence,
Italy. One of the most popular and
highest paid opera stars in the
U.S. Ruffo made his debut in this
country in Philadelphia in 1912with the Chicago Philadelphia
Grand Opera Co., reportedly receiving \$2.500 per performance
during that engagement. He also
appeared with the opera company
during the 1913-14 season and
when Italy, his native country,
entered World War I he returned
there and volunteered for military
service, serving throughout the war
as an aviation mechanic in the
Italian air force.

He returned to the U.S. after

Italian air force.

He returned to the U.S. after the war and resumed with the Chicago Opera Co. In 1922 he pined the Metropolitan Opera House Co., remaining there until 1929. His debut at the Met was in The Barber of Seville." In 1929 he retired from opera, announcing he had contracts totalling \$350,000 to appear in films. His last public appearance in this country was in 1932 when he performed at the opening of Radio City Music Hall, N. Y.

Born in Pisa, Italy Ruffer was a sin possible of the contract o

DORA CRISP

Dora Crisp, 61, former vaude and musicomedy performer, died July 3 at her home in Forest Hills, L. I. She had toured the vaude circuits with her sister Winnie and her late brother Jack in an act tagged the Crisps. Following her brother's death in 1919, she and her sister continued performing as the Crisp Sisters. The Crisps made their bow in England in 1910 and debuted in the U. S. in 1910 and debuted in the U. S. in 1914. She and her sister also appeared in an act with Gladys Clark and Henry Berkman, Miss Crisp began her career in London at an early age, appearing in pantomime with Laddie Cliss, among others. During her career she toured England and the U. S. She and her sister had also appeared as specialty performers in various revues. They retired in 1934.

Her mother survives besides her sister.

ler mother survives besides her

he retired from opera, announcing he had contracts totalling \$350,000 to appear in films. His last public appearance in this country was in 1932 when he performed at the opening of Radio City Music Hall, N. Y.

Born in Pisa, Italy, Ruffo made his opera debut in a small role in "Lohengrin" at the Teatro Constanzi, Rome, in 1898. He also sang

IN LOVING MEMORY

Of My Dear Husband

HANS BARTSCH

who passed away July 10th, 1952

Always in my thoughts

Wife. IRENE PALASTY BARTSCH

in Vienna, Paris and London before coming to the U.S.

IRVING REIS

IRVING REIS

Irving Reis, 47, screen director, died July 3 at the Motion. Picture Country Hospital on the Coast after a three-week illness. He had undergone a cancer operation at the Mayo Clinic six months ago and was thought to be on the way to discovery until he suffered a relanse.

a relapse. Reis, a native New Yorker founded CBS' Columbia Workshop ded CBS Columbia Workshop won several awards, as its di-press of the collifornia after writing dio drama titled "St. Louis s," which was later turned a film script, "Five Shades, Blue," which Stanley Kramer produce, rector from radio

of Blue," which Stanley Names will produce.

After serving with George Stevens' Army film unit during World War II, Reis joined RKO where he directed "Hitler's Children" and "The Bachelor and the Bobby Soxer." Other directorial choics were Sam Goldwyn's

IN MEMORY OF OUR LOVELY ONE CHARLOTTE LEARN GARRITY
Who Passed Away July 6, 1947 John J. Garrity, Sr., husband John J. Garrity, Jr., son otricia Garrity Givaudan, daughter

"Ctackup," "All My Sons" and "Roscanna McCoy", UA's "New Mexico" and Stanley Kramer's The Four Poster." He was readying "The Library" for Kramer when death came. He is survived by his wife, two sons, a daughter, a brother, a sister and his mother.

ROBERT W. LEICESTER

ROBERT W. LEICESTER.

Robert W. Leicester, 63, ploneer seemic artist in the film industry, died of uremic poisoning July 1 in Hollywood. At the time of his death he was business manager of IATSE Scenic Artists, Local 816.

Leucester began his career with

cal 816.
Leacester began his career with Examay in Chicago in 1908 and a Mar later moved to the Seeling Sudio. Subsequently he functioned with the Metropolitan Opera, the Boston and San Francisco Opera companies, the Hollywood Bowl and the Greek Theatre. Moving to Hollywood in 1928, he was art director for Paramount that arres for two years and later last engaged by numerous other strikes.

Vas engaged by numerous surjos.
Surviving are his wife, brother, surviving are his wife, brother, surviving are his wife, brother, surviving are his wife, brother, actor, william, is a screen and TV actor.

put included such films as "The End of St. Petersburg," "Storm Over Asia" and "The Mother." One of his last films was "Admiral One of his last films was "Admiral Nakhimov." shown at the Stanley Theatre, N. Y., in 1948. This pichowever, was not classed with earlier works. One film in which he appeared as an actor was "Living Corpse."

Pudovkin had also authored "Film Technique" and "Film Acting," both of which were translated into English.

IVAN A. ORLIK

Ivan A. Orlik, 55, Russian dancer who retired several years ago, died July 4 in Alexandria, Via. Atone time he headed his own dance troupe in Russia. He came to the U. S. in 1931 with "The Bluebird Revue," a Russian company which had been gathered in Germany. many.
Orlik, known as "Vanya," toured

Orlik, known as "Vanya," toured the U. S. for nearly a decade as leading dancer with the Don Cossack Chorus. In Washington, he produced shows and performed at the old Troika Restaurant. He also appeared in several German films and in one made in Hollywood about the life of a cossack. During the war, he spent six months in Europe with a USO troupe.

His wife survives.

ETHEL BORDEN

ETHEL BORDEN

Mrs. Ethel Harriman Russell, playwright, who wrote under the name of Ethel Borden, died July 4 in N. Y. She was co-author of "Anne of England," produced on Broadway in 1941, and was translator of the 1942 presentation of "Hedda Gabler." In the early "30s she appeared in several legit productions and between 1934-37 wrote scripts for RKO and Metro-Her scenarios included "The Woman I Love" and "Escapade." She had recently completed a play adaptation of a short story by Pamela Frankau.

Her mother, a son and a daughter survive.

VIRGIL CAMPBELL
Virgil Campbell, 84, one of the founders of the former Campbell Bros. Circus, died June 30 in Fairbury, Neb.

critic for European newspapers. She had also been active with her husband, Edwin A. Denham, in publishing the Long Island Inde-pendent in Long Beach for 12

Surviving besides her husband e a daughter, two sons and four

RAUL FERRAO

RAUL FERRAO

Raul Ferrao, 65, Portuguese composer whose tune "April in Portugal," is currently a top seller in the U. S., died recently of a heart attack in Lisbon. He had undergone a surgical operation recently in London. A composer of numerous operettas and songs for the past 30 years, he had also been an army officer and a veepee of the music section of the Portuguese Authors and Composers Society.

Wife and five sons, one of whom is Portuguese actor Rui Ferrao.

ciety. Wife and five sons, one of whom Portuguese actor Rui Ferrao.

CATHERINE H. BROWN

CATHERINE H. BROWN
Mrs. Catherine Haves Brown, 76.
mother of actress Helen Hayes,
died June 30 in N. Y. while dining
with friends at the Hotel Croyden.
In 1940 Mrs. Brown published
a biography of her daughter,
"Letters to Mary." The book was
written in the form of a message
to Mary MacArthur, Miss Hayes'
daughter, who died in 1949.
Miss Hayes, wife of playwright
Charles MacArthur, was notified
of her mother's death at her home
in Nyack. There are no other
survivors.

MRS, BESSIE RICKER

MRS, BESSIE RICKER
Mrs, Bessie Ricker, 31: interpreter of children's stories in prose, verse, dialect and music, died June, 30: in St. Louis. She played the old Orpheum Circuit interpreting the writings of Jaimes Whiteomb Riley, Booth Tarkington and Eugene Fields, and during World War 1 entertained söldiers behind the lines in France.

Mrs. Ricker also appeared at the

lines in France.

Mrs. Ricker also appeared at the Music Festival at Chautauqua, N. Y., on four occasions.

JOHN C. BUCHANAN

John C. Buchanan, 49, a pioneer radio and TV in Mexico, died of heart attack in his Mexico City home recently. For 26 years he been technical director, of 2 been technical director of ABB, Mexico City, which observed a minute of silence and broadcast a symphonic rendition of Men-delssohn's "Funeral March" on the day of the funeral. A brother, Walter, sub-secretary, of Communications and Public Wooks survives.

IRA SEIDEL

Ira Scidel, 63, pioneer film comptroller, died in his sleep July 3 at his Hollywood home, He had been ill six months. In his long career he functioned as comptroler for Tiffany, Grand, National, Eagle Lion, General Service and Motion. Picture Center, His last association was with Gross-Krasne.

Survived by his wife, a son and a daughter.

PAUL GORDAN
Paul Gordan, 62, trick cyclist, died June 28 in Los Angeles after a year's illness. As a vaudeville trouper he performed throughout Europe and the U.S.
During World War II he toured with USO troupes and until his last illness entertained veterans at service hospitals.

Mother, 87, of Leon Bamberger. Mother, 84, 91 Leon Balliorger, RKO's sales promotion manager, and of Herman C. Bamberger, exec with the Phil Smith Theatre Cir-cuit, St. Louis, died June 30 in New Rochelle, N.Y. Two brothers June 30 and two sisters also survive.

Caven Watson, 49, Scot film and stage actor and a former mem-ber of Scottish National Players, died in Northolt, England, re-cently. He played the Scot pro-fessor in the film, "The Net."

Fred Mortimer, 73. British hand-master, died in Cheshire, England, June 20. He began as cornet player at 16 and had won many champion-ship awards.

Widow, 73. of Joseph Weiss, pioneer Pittsburgh exhib, and mother of William Weiss, who owns two theatres in McKeesport, Pa., died in McKeesport, June 25.

died July 1 in Elizabeth, N.J. She had appeared at Carnegie Hall, N. Y.

Mother, 77, of Irving Frankel, veteran Pittsburgh film salesman, died in that city June 29.

Francis J. Baroody, 33, announcer at WMUR. Manchester, N.H. died in a hospital in that city July 3.

Walter Scott, 54, assistant enter-tainment manager of Scarborough, English holiday town, died in Scar-borough, June 25,

James B. Kaye, 60, Yorkshire cinema exhib, died in Blackpool, England, June 27.

Mother, 87, of Bob Cobb, Brown Derby proprietor, died July 26 in Hollywood.

Son, 32, of Johnny Rac, Scot comedian and vaude artist, was killed in action in Korea June 25.

Frank Marsden, 80, cinema man-ager since 1914, died in Leeds, England, recently.

Herbert Sconce, 67, theatre scenic artist, died in Peterborough, England, June 20.

B. F. Pippitt, 78, operator of the Sterling Theatre, Blue Hill, Neb., died there June 22. Wife, son, stepson and four brothers survive.

Mother, 81, of Freeman Lusk, KLAC-TV forum producer, died July 1 in Los Angeles.

Edward A. Voight, 72, makeup artist with Warners for 14 years, died June 28 in Hollywood.

Melba Lipson, 52, screen a ress, died July 1 in Hollywood.

MARRIAGES

Lois Green to Peter Stephenson Bridgeport, Conn., June 27. Bride is a former TV account exec for Dan B. Miner in Los Angeles Dan B. Miner in Los Angeles; groom is an announcer with WPTR,

Deltra Eamon to Ben Kamsler, Regina, Sask., July 5. She's Canadian concert singer; he's stage.

dian concert singer; he's stage producer.
Patricia Neal to Raoul Pahl, N. Y. July 2. Bride is legit and film actress; he's a Brilish writer.
Virginia R. de Rochemont to Raymond M. McReel, Portsnouth, N.H. recently. Bride is daughter of Louis de Rochement, motion picture producer, Rev. Robert H. Dunn, who has played clergyman roles in several de Rochemont films, assisted the officiating rector. Veronica Dunne to Peter McCarthy, Dublin, July 1: Bride is radio and opera soprano.
Evelyn Hawkes to Dante Lannie, Edinburgh, Scotland, June 29; She's secretary in Hollywood to Jane Rusself, he's bandleader.
Helen Hillary to Jack Cannon, Chicago, June 27, Groom is assistant Tv. Rim. editor at WGN-TV.
Pat Becket to Michael Cooper, St. Helens, England, June 19, She's leading actress of stock command.

Pat Becket to Michael Cooper, St. Helens, England, June 19. She's leading actress of stock company, he's a producer.
Sheena Lawrie to Dan Adamson, Glasgow, Tum-27. He's film subeditor of Scottish Sunday Mail.
June Valli to Howard Miller.

editor of Scottish Sunday Mall.
June Valli to Howard Miller,
Chicago, July 4. Bride is a singer;
groom is a Chi disk jockey.
Lee Granger to Jerry Land.
Cumberland, Md., June 25: Groom's
on the staff of WCAE in Pittsburgh.

on the staff of WCAL in burgh.
Gail Bonney to Joseph Solomon.
Las Vegas, June 28. Bride is a radio and TV actres.
Alma Cella to Lloyd Yoder, June 30, San Francisco. Bride is singer; groom is general manager of KNBC there.
Lina Romay to Jay Gould, III.
Los Angeles, June 30. Bride is a screen actress.
Gladys Spero to Marion Gering, Rome, July 5. He's a film producer.

Gladys Spero to Marion Gering, Rome, July 5. He's a film producer.

Jap Burley

Continued from page 2 =

third of the audience; lavish sets, and costumes the latter awkwardly fitted usually against which the Music Hall Nymphs parade bare to the slimmest of G-strings; and extensive ballets unimaginatively chereographed and danced by tyros. Virgil Campbell. 84, one of the founders of the former Campbell. 84, one of the bros. Circus, died June 30 in Fairbury, Neb.
He and his four brothers organized the show in 1894 and saw it grow into one of the biggest railroad outfits in the country until it went to the barns in 1912.

MRS. EDWIN A. DENHAM Mrs. Elsa Brandes Denham, 79, former—concert_singer_and_artist, died July 2 at her home in Plaintifield, N. J. Born in Weisbaden, Germany, she was the daughter of Otto Brandes, an art and music

Wingil Campbell. 84, one of the biggest railroad out in McKeesport, June 25. He show ballets unimaginatively ballets unimaginati

One, entitled "Mademoiselle Likes brings together Na Hitter, Mussolini, Napoleon Stalin. scann, antier, Mussolini, Josephine and Cleopatra for a suggestive bit; in which Cleopatra assays the amorous capabilities of the four men. Jose-

The ballets, reflective of the balthe batters, renewed of the state of the batters, renewed as weeping Japan, are the most lavishly produced parts of the bill. Sets, staging and fighting show the effect of producer Keikichi. Okada's recent trip to nighting show the effect of products. Keikichi Okada's recent trip to Paris and are the best part of the show. However, the content of the ballets is always trite usually inconclusively presented. This month's bill has three ballets. One is stolen directly from Pagliacet, another has a Stage Door Johnny theme, danced to 'Rhapsody in Blue," and the final is a queer me-Blue," and the final is a queer me-lange of mambe rhythms against a set reminiscent of "Okahoma!" and a story which seems to involve the pursuit of a virtuous woman by the harpies of desire.

The house band, although the best on the burley circuit, is the worst part of the show, relying principally on Latin rhythms ing principally on Latin rhythms throughout despite their applications throughout despite their applications. The Music Hall Nymphs and the M.H. Picture Girls are clearly the drawing card for the fans, U. S. and Japanese. They, too, are the tops in the strip world of Tokyo.

However, except for two of the headliners, none of them could make the backmost reaches of a Minsky line. Japanese women are cursed with short legs, long torses and small heads which are out of

cursed with short legs, long torsos and small heads, which are out of proportion to the rest of their bodies. And those who have charms smillar to those offered by Jane Russell or Dagmar unfortunately have an equal amount of avoirdupois everywhere.

avoirdupois everywhere.

Bumps, Grind Hotel

"Wake 'Up Your Animal Instincts!" at the other end of the
Tokyo burley incin, presents two
obvious vicarious experiences diyided, for some unknown reason,
by a period in which a guitar quartet and a thrush offer a perfectly,
clean pregram, exactly the same. an program, exactly the same they do in a nitery later in the

First part is entitled "Grind Ho-First part is entitled "Grind Ho-dowed stripper a pudgy, well-en-dowed stripper a anned "Gypsy Rose." Her dancing is completely abandoned, and, unlike the other Tokyo (xetic dancies who gyrafe with frozen faces, "Gyp" really seems to enjoy her work.

BIRTHS

Mr. and Mrs. leving Greenberg, son, Hollywood, July 3. Father is a film editor, child is the grand-son, of Frank Mitchell, vaude tranger.

trauper.

Mr. and Mrs. Thomas E. Martin, daughter, Pennside, Pa., June 21. Father is general manager of Hawley Broadcasting Co. Reading. Mr. and Mrs. Abe Weinstein, sowner-operator of Colony Club nitery there.

Mr. and Mrs. Clark C. Mrs. and Mrs. Mrs. And Mrs. Clark C. Mrs. Clark C. Mrs. And Mrs. Clark C. Mrs. Clark C. Mrs. Clark C. Mrs. Clar

Mr. and Mrs. Chet Campbell, daughter, Elgin, III., June 29. Father is public relations director at NBC, Chicago.

Mr. and Mrs. Jodie Copelan, S Hollywood, June 26. Father is film editor. Min editor,

Mr. and Mrs. Don Genson,
daughter Santa Monica, Cal., June
30. Father is vecpee of Leeds

Music Co.

Music Co.

Mr. and Mrs. Louis Frederick, son, New York, June 29. Mother is the former Irene Riley, Pittsburgh Playhouse and Civic Light Opera Assn. singer; father is a floor director at ABC-TV.

Mr. and Mrs. Albert Ardmore, daughter, Hollywood, July 2, Mother is Jane Morris, fan mag wrifer, Mr. and Mrs. Jim Hawthorne, daughter, Hollywood, July 1, Father, is with KNX and KNBH.

Mr. and Mrs. Jay Black, daugh-

Mr. and Mrs. Jay Black, daugh-ter, Memphis, June 21, Father is program and sports, director of WiHM there. Mr. and Mrs. Norman Lowen-stein, daughter, Hollywood, July 1.

Father is executive secretary of the Society of Motion Picture Art Directors.



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GENERAL ARTISTS CORPORATION

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NEW YORK, WEDNESDAY, JULY 15, 1953

PRICE 25 CENTS

IV'S VARIATIONS

Barnyard Slogans Are All Wet; 'Silo' | 'GARBON DAYS' Is 'Mint' for All-Demanding Stars

By NED ARMSTRONG

Coonamessett, Mass., July 14.
Summer theatre operation has now become a large part of the resort business, in a sort of interdenominational borscht circuit. The tag of "barn," "strawhat" or "silo" no longer fits.

Today, in summer theatre operation, with stars receiving as high as 50% of the gross, and off the top, and with all receiving guarantees ranging as high as \$6,000 for a one-week stand, "silo" is an archaic term. "Mint" would be more appropriate. Possibly the way to refer to the old community fahrenheit showshop now flourishing from Maine to La Jolla is as a sort of Hollywood offbeat, the Junebug name-drop. Or starhat instead of strawhat.

Since the famous actors and actresses themselves who play these rentigrade circuits are now dicentigrade circuits are now dicentifications.

Since the famous actors and actresses themselves who play these centigrade circuits are now dictating the financial terms, the plays to be done, the parts in the plays they wish to perform, and usually getting, on top of all this, the guest house free, while everyone else pays room and board, the system has begun to assume a feudal flavor. The big names tour around the summer showshops like visiting royalty during the first half of the second millennium.

In one summer theatre, for in(Continued on page 60)

M&L, Viv Blaine Hecklers

Turn Out to Be 2 Youths Who Read Daily Worker

Who Read Daily Worker

London, July 14.

Provoked by the disturbance which marred their recent opening hight at the Palladium—an incident which was picked up by most of the national press critics—Martin & Lewis turned sleuths to track down the two youths who were responsible for the rumpus. They started their inquiries aroung the loyal fans who crowder around the stage door, each nealt of their two weeks stint. There they learned that the culpitis had been boasting of their intention to start trouble several weeks ahead of the act's arrival. Subsequently the two youths were identified and were invited by McLao, visit them in their Palladium dressing room.

www.supur. www.supur. www.supur. said. sai

24,292,600 TV Homes

24,292,600 TV Homes
There were 24,292,600 U. S.
homes with television sets as
of June 1, according to an estimate by Hugh M. Beville Jr.,
NBC director of research and
planning. This was an increase
of 362,600 sets during the
month of May, smallest monthly increase of 1953 but nearly
100,000 sets more than were
added during May, 1952.
According to the net survey,
five cities have more than
1,000,000 sets in the following
order: New York (3,535,000),
Chicago (1,570,000), Los Angeles (1,460,000), Philadelphia
(1,255,000) and Boston (1,061,000),

NBC Shoots For Merman & Martin, Plus Hayward

In addition to negotiating a deal with Leland Hayward whereby the Broadway legit producer would not only do a once-a-month show not: only do a once-a-month show but also become; ar consultant for NBC-TV. Charles (Bud) Barry, the network's programming, veepee, has also initiated overtures that may bring both Mary Martin and Ethel Merman into the web's fold under terms of an exclusive TV pact. The Hayward-Merman-Martin triumivirsts were all involved in the recent widely-kudosed Ford 50th anni jubilee TV show:

Finalization of the Hayward

50th anni jubilee TV show:
Finalization of the Hayward
deal is reported to be imminent.
NBC-TV is ready to go whole hog
on the utilization of his services,
upping the budget to \$100.000 pro
performance for the once-a-month
Saturday night presentations
(Continued on page 36)

TV 'BIG STORY' SETS WW SCOOP ON LEPKE

ON NETWORKS

By GEORGE ROSEN

This summer finds a virtual inundation of the TV webs with panel-audience participation shows cued to the "we-gotta-give-away-alot-of-money-and-stuff" theme, to the extent where it's become difficult to determine where some shows end and others begin.

What makes the situation even what makes the situation even more perplexing and aggravating to clients is the apparent willingness of the networks to overplay the variations on a time-worn though clicko theme to the degree where it could jeopardize an already existing hot commercial entry.

ready existing hot commercial entry.

With but few exceptions, the summer network rosters are weighted down with carbon overtones—with even the melodramatic segments now making like "Dragnet." There are a few notable exceptions, such as the Tuesday night "Revion Theatre" on NBC-TV, which in a few short weeks ranks with the best of the serious stanzas; the slick "Medallion Theatre" presentation on CBS-TV; the experimentation with camera techniques on the Friday night "1st Person" Gulf-sponsored show (in contrast the initial two installments of the Ben Hecht series have been a sore disappointment, with the pedestrian quality of the Hecht series, in fact, one of the major letdowns of the summer TV semester; while in the variety-musical-light comedy field the new Eddie Albert show and the Teresa (Continued on page 28) weeks ranks with the best of the serious stanzas; the slick "Medal-lion Theatre" presentation on CBS. TV; the experimentation with camera techniques on the Friday night "1st Person" Gulf-sponsored show (in contrast the initial two installments of the Ben Hecht series have been a sore disappointment, with the pedestrian quality of the Hecht series, in fact, one of the major letdowns of the summer TV semester; while in the variety-musical-light comedy field the new Eddie Albert show and the Teresa (Continued on page 28)

CBS in Pitch for Bing (Pirates Co-Boss) For Baseball Documentary

The Feature Projects documentary unit at CBS Radio, under the supervision of Stuart Novins, net's public affairs topper, is planning an hour-long documentary on baseball as a business and a sport, scheduled to be aired sometime between the end of the regular major-league season and the World Series.

Along with the past plan of gel-

Jor-league season and the World Series.

Along with the past plan of gelting big names as narrators (Arthur Godfrey, Ed Murrow, William O. Douglas and Will Rogers, Jr., have done previous documentaries), and also to stress the general non-technical aspects of the national pastime, the web Is seeking Bing Crosby (co-owner of the Pittsburgh Pirates) to present the actual tape-recording show on the game, rather than call on the baseball experts on staff, Red Barber and John Derr, for instance.

Documentary is planned as an ambitious reportage of the game in which Crosby is very much interested, and also more than incitenested, and also to the sufficient of the first majority in the they choose.

The sufficient performances although the edict on regular TV plays, but condones and even encourages paracture to condones and even encourages paracture to condones and even encourages paracture to be a general relaxation of the edict on regular TV plays the form in the edict on regular TV plays the fitted for the discourance in the edict on regular TV plays the studio's form "Toast of the Town" Sunday permitted Gordon Machae to guest on the case in

High Court Quiz: What's 'Harmful' Pic, **How Come No Scissor on Vidfilms?** Washington, July 14. How come television is free to show motion pictures without censorship, via either national or local programming, yet pix for theatres must go through the censorship setup before opening in such important markets as Ohio? That's the poser tossed at the U. S. Supreme Court this week by Columbus, O., attorney John C. Harlor, in filing an appeal from the Ohio censors' nix of Superior Films' "M."

Lion & The Chimp

J. Fred Muggs, Jr., the much-publicized chimp per-former on NBC's "Today" television show, has been lasseed by Leo the Lion. Muggs will be used by M-G's

exploitation boys in promotion work on "Mogambo," Clark Gable-Ava Gardner costarrer made on location in Africa.

Talent as Shill **For Those Green** Tables in Vegas

Las Vegas, July 14.
Top show biz talent, which has always served as a basic lure to get tourists into the town's various

For TV Appearances

dining rooms in the resort city's key hostelries.

Typical of the new policy in booking is the situation at the Last Frontier Hotel where the Marry Kaye Trio is currently second-billed in the Ramona Room. When they finish that stint, the group will move into the lounge for an indefinite stand. Management currently is spending better than \$5,000 to install a new stage.

Behind the new booking scheme is the growing conviction of Last Vegas operators that smash shows in the main dining room are not enough to keep the crowd in any (Continued on page 54)

"TOAST' WEDS LEGIT

SINCE PIX DIVORCE

For Ed Sullivan's return to "Toast of the Town" July 26 the's on the Coast for his five-week on the Coast for his five-week on the Coast for his five-week on "Toast of the Town" July 26 the's nard Bill Hayes of "Me and Juliet; Van Heflin, in a scene from "John Loves Mary," and Rosemary Clooney.

Heavy legit accent on the CBS-TV show, in sharp contrast to the

in filing an appeal from the Ohlo censors' nix of Superior Films' "M." As legal rep for Superior, Harlor argues the point that censorship of films for theatres is a "discriminatory denial of equal protection of law." Appeal also raps as "discriminatory" the fees demanded by Ohlo's official blue-pencil board, amounting to \$3 per reel for every print of film. Says Harlor: "Over the past 10 years fees have been collected by the Dept of Education (In Ohlo) in amounts which exceed by 500% to 1,400% the operating costs of the Division of Film Cejisorship. Thus, the so-called fees are simply an excise tax, and since it is a tax only upon motion pictures and not upon other media of expression in the State of Ohio, (Continued on page 61) More Pic Names Free As Studios Ease Ban

Fear French Pricing Selves Out Of Tourist Biz, But Hotels, Niteries Buzz

Paris, July 7:

Lact year (1952) saw 350,000 Americans hitting the tourist road to France. The laverage stay, computed by the Bureau de Tourism. Now about 10 days per person. However, this is rapidly changing and the price rises here are making the tourist stays of a much shorter duration. In all, France welcomed over 3,191,000 visitors from all countries last year, and this year it's estimated that with the Coronation and rising tourist curve the number may exceed the 52 figures by 50%. This has led the Bureau de Tourism to conduct an intensive campaign to try to insure predictable price levels for the incoming hordes.

Difficulties have sprung upsuch as Coronation visitors booking rooms here for weeks but staying only a few days, and then skipping to greener pastures where the green stuff will go further and last longer. Spain and Austria are getting a big tourist influx this year. This type of tourist hopping led to a scarcity of rooms, with most of them being held in abeyance for the channel rush, leading to hotels finding themselves with rooms on their lands after the quick exodus. However, U.S. visitors are plenty heavy now and the deluxers are full.

Deluxe hotels, like the Georges V, Ritz, Meurice, Bristol, Crillon, Rephael, Lancaster, Plaza-Athenee, Prince De Galles and Royal Monceau, have complete freedom in price levels and charge what the traffic will bear. Prices in these plush spots now equal the equivalent N.Y. top hotels.

Other hotels, restaurants and niteries, in principle, follow a price code set by their respective syndicars, but the freedom of the Gallic spirit usually leads to discrepency in these fields. Restaurants are rategorized as deluxe, grande carte, medium carte and family with corresponding average price level of \$5, \$2, \$1.25 and \$1 for an average meal without the wine or service added. However, this too vacillates with the de luxe joints usually running to a \$25 tab.

Hotels are also categorized and there is an effort being made to have the whole tab given with the price, withou

U.S. Tourism in Britain

Film Pay Down

Sacramento, July 14.
Average weekly earnings of film studio workers skidded to \$107 during the month of May, according to the California State Division of Labor Statistics.

This figure is \$7.67 below that of April and \$5.61 under that of May, 1952. Average hours-perweek dropped to 39.1, compared with 41.3 in April.

Gotham 4th Estaters To Make Pilgrimage To A. C. for Soph's '50th'

Sophie Tucker's 50th anniver-in show business will be marked by a junket of New York newspapermen to the 500 Club, Atlantic City, where she's now appearing. A dozen writers will attend the celebration tomorrow Thurs.) at the cafe.

tend the celebration tomorrow. Thurs.) at the cafe.

Miss Tucker's golden anni will be climaxed by a dinner tendered her by the Jewish Theatrical Guild at the Hotel Waldorf-Astoria, N.Y., Oct. 4. Honoray chairmen of the event are Barney Balaban, Paramount Pictures prexy; comedians Eddic Cantor and George Jessel; William S. Paley, board chairman of the Columbia Broadcasting System, and Spyros Skouras, 20th-Fox topper: Harry Gould JTG veepee, is dinner chairman and James Sauter, prexy of USO-Camp Shows is vice chairman.

Newspapermen attending the shindig will include Daily News columnist Danton Walker; Mark Barron, Associated Press; Phyllis Battalle, International News Service; Jiy Breen, United Press; Whitney Bolton, McNaught Syndicates, Gene Cook, Life; Mel Heimer, King Features; Norton Mockridge, World-Telegram & Sun; Frank Quinn, Daily Mirror; and Eleanor Skegg and Mary Fraser of Scripps-Howard. Brenon & Morgan Associates are handling the Junket.

H'WOOD AIDS IKE IN PIC PITCH FOR KOREA RELIEF

Half-hour short on Korea for TV presentation July 28 was completed on the 20th-Fox lot last week for the American-Korean Up 20% to \$88,000,000 week for the Foundation. Pic, available in both 35m and 16m, is titled "Give Them.

London, July 7.

Tourism proved to be Britain's greatest single U. S. dollar earner last year. This is confirmed in the 25th annual report of the British Travel and Holidays Assn., published in London last Friday (3). In a year when physical exports as a whole experienced a slight setback, tourist traffic was 7'b higher than in the Festival year, 1951.

Dollar earnings from the United States were 20'5 up, with a total of \$88,000.000. Altogether, the tourist trade netted more than \$300.000.000 in foreign coin, including almost \$100.000 in fare louding almost \$100.000 i

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Maas Warns On **Red Spread Via** Pix in Far East

Russian propaganda in the Far East, particularly via films, is effective. Irving Maas, Motion Picture Assn. of America exec in charge of the Far Eastern territories, said in N. Y. last week, following his return from a fourmonth swing through the areas under his supervision.

month swing through the areas under his supervision.

Reporting to a meeting of the foreign managers at MPAA head-quarters. Thursday (9), Maas diclosed that there was every reason to expect Pakistan to come through with \$250,000 in remittances. He also discussed two trouble spots, India and Formosa.

In India, he said, a serious censorship situation was shaping up, with the word out that they'll be tougher on American pix. In Formosa, the Nationalistic Chinese government there wants to cut back on remittances. Market ordinarily is good for an annual \$1,000,000. Warner Bros.' Jim Bishop is now in Formosa watching the situation and, following the foreign managers' meet, was cabled instructions on how to proceed.

Maas' program for expanding the

structions on how to proceed.

Maas' program for expanding the Far East audience potential wasn't brought up at last week's meeting. He expects to discuss it with MPAA prexy Evic Johnston before presenting it to the companies. Maas said he could report a definite improvement in Indonesia where, following long conferences with the chief censor, American imports in the future definitely would get a better break and wouldn't be scissored as heavily as in the past.

Maas indicated it wasn't possible Maas indicated it wasn't possible to make a comparison of the effectiveness of U. S. and Russian propaganda in the Far East. The Soviets send in comparatively few pix, but they attract good audiences partially due to their curiousity value, he said. He added that countries like India, where the living standard of the masses is very low, are natural and often receptive targets for Communist propaganda.

Scot Quartet Yodels 3-D Harmony, 'Better Joints Than This,' In Coal Mine

Glasgow, July 7. New form of show biz is being tried by the Four in a Chord, mixed vocal harmony quartet. They have received so many requests from miners in local collieries, who are unable to attend evening shows at the theatre, that the act is now giv-ing up its Sunday rest to go down mines and sing.

Miners give them loud yocks for their hit song, "We've Been Thrown Out of Better Joints Than This."

This unique entertainment for the miners has created quite a three-dimensional sound effect. The singers have to cope with numer-ous echoes from the various mine shafts.

Catholic Rave For 'Moon' Film: **Barns Rapped For Legit Version**

Joe E. Lewis Saga

Hollywood, July 14.
Screenwriter Art Cohn acquired rights to the life story of Joe E. Lewis, with the intention of preparing it for showing as a stage musical and later as a motion pic-

ture.

Currently Cohn is doing a screenplay, "Duo," for production in Italy by Ponti de Laurentiis Films. On completion of this chore he will tackle the Lewis story.

100,000 Shriners Loosen Their Wallets for N. Y. Conclave; \$225 Per Fez

More than 100,000 shriners now convening in New York are con-tributing materially to the pros-perity of several theatres, notably Radio City Music Hall, a few cafes, restaurants, all hotels and department stores. This branch of Masonry is a comparatively freespending group with the average Shriner shelling out around \$225 according to estimates of the Convention Bureau. Amusements and department stores will get the bulk of this spending, sightseeing buses are filled and there's an air of prosperity in town.

However, the Shriners are picking their spots. In the cafe field, they are patronizing the better-known spots. Most of those hitting the nightclubs are doing so with their wives. The Music Hall is getting a tremendous play from the red-fezzed visitors and department, stores are drawing a good slice of business.

Although Naw York has an air of Radio City Music Hall, a few cafes,

stores are drawing a good since of business.

Although New York has an air of gaiety which is a natural result of a convention this size, it's a comparatively quiet and subdued group in comparison to those coming to N.Y. in former years. Parade yesterday 'Tues.') and spectacle at Madison Square Garden last night kept many occupied.

The N.Y. Convention Bureau is liaving a difficult time getting lodgings for visitors. So far, they've been managing to find hotel space. One bureau worker said that a room comes up generally, after five calls. This is expected to be the largest Shriner convention to hit New York.

SEEK TO STRAIGHTEN THESPS' JAGGED TAXES

Washington, July 14. Legislation permitting actors and entertainers, who sometimes earn in other years, to average out their recommended to Congress last week by Thomas N. Tarleau, attor-ncy for the Associated Actors & Artistes of America.

Artistes of America.

Tarleau testified before the House Ways and Means Committee, which is studying overall revision of the income tax laws. The 4 A's is the parent organization of various show biz unions.

"The application of sharply progressive surfax rates under the

"The application of sharply progressive surfax rates under the Federal income tax law," Tarleau said, "is inequitable in respect to individuals with irregular and fluctuating incomes. This inequity is produced by the use of an annual accounting period for the measurement of income subject to tax. To a lesser degree, the problem is also created by the absence of any provision for carrying forward unused personal exemptions, and from the failure to provide adequately for carrying forward losses. "During his limited career, the

"During his limited career, the performer experiences sharp fluctuations in income. An extremely lucrative season is often followed by a season of unemployment.
"The chart of the performing artist would reflect a jagged series of peaks and valleys."

Tarleau suggested several for-mulas which could be used for a carry-forward carry-back of in-come, and said five years would be a fair period in which to average out incomes,

Hollywood, July 14
Although the film, "The Moon Is. Blue," has been condemned by the National Legion of Decency, and two Cardinals have already warned parishioners not to see the film, "Blue" has been given a rave, tookice in St. Joseph magazine, Callablic family monthly published in Oregon. Review, written by Richard Hayes, calls the film a declicious adaptation" of the legit his, which will "surely figure in any movieggers "favorite" list as the brightest and most originally charming light comedy of the year."

originest and most originally charming light comedy of the year."

Review noted that it might be found offensive by some audiences, but Hayes added that he found it "much more refreshing and honest than those sly comedies which nibble about the edges but rarely have the courage to take full responsibility for what they suggest." Film has been denounced in official Catholic circles as "an occasion of sin," but Hayes' review declared that the approach is "responsible and discriminating" and therefore "no one should truly object or announce the imminent decline of standards of propriety. Like all freedoms, this would be a dangerous one in dishonorable hands, but that is one of the risks we run for the pleasures of maturity."

Decency Ignored?
The (Albany, N. Y., July 14.
The (Albany, N. Y.) Evangelist in a front-page story Friday 110 titled "Summer Theatres Ignore Decency," declared that "the effrontery of local amateur theatrical players and summer theatre groups in presenting "The Moon Is Blue' presents a challenge to citizens concerned for the maintenance of Christian cultural standards. The play, like the motion picture, deriding concepts of virtue, is appraised by William H. Moring The Tidings, Los Angeles, Cal.) herewith." Then followed Moring's review for the L. A. Catholic dio-(Continued on page 60)

Kramer's 'Mutiny': Against Techni 'Garbage,' Kid-I.Q. Pix, 3-D, All Censorship

Honolulu, July 14.

Stanley Kramer, here for filming of "Caine Mutiny," kidded in earnest last week at a public lecture at the Academy of Arts. Kramer ridiculed "Technicolor garbage," his phrase for gawdy musicals; wasn't too enthusiastic about widescreen; rejected 3-D with aspects as a probable passing fad, and opposed screen censorship in any form.

As for his own product, lie ad-

ship in any form.

As for his own product, he admitted he still rankled at a Columbia stockholder who said, "From Kramer we want dividends, not awards."

Top laugh came when a listener asked: "Do you think more movies should be made for children? Kramer's retort: "Don't you think there are too many children's films already?"

Exec drew heavy applause when

Exec drew heavy applause when he described Charlie Chaplin, in answer to a question, as "the art-ist who has made the greatest conist who has made the greatest contribution to Hollywood as an art medium." Kramer predicted Hollywood will soon dominate the TV film field, and added; with a facetious shudder: "Within three years, I may have to go into the TV field myself."

He also told his audience that the film industry, which depends upon publicity and public recognition for its very existence. has the "worst public relations of any industry in America."

Only '1 or 2' Filmites On Tap for Red Probe

On Tap for Red Prope
Washington, July 14.
Scheduled Coast hearings of the
Un-American Activities Committee
have been pushed from Aug. 3 to
Sept. 28, with indications that show
biz angles will be ignored.
Committee sources said most of
the Hollywood phase of investigation is now up to date, with little
likelihood that more than "one or
two" witnesses will be summoned
from the film capital to San Francisco for sessions, which will dealwith unions and education.

NO GOVT. PROPAGANDA FOR PIX

IJA's Added Coin for Production Via \$2,200,000 Odeon Stock Sale

United Artists pulled a nifty this week, with the sale of its stock in J. Arthur Rank's production-distribution operations in England and Rank's theatre interests in the United Kingdom, Australia, New Zealand, Canada, South Africa and other global points. The Schlesinger Organization, headed by John S. Schlesinger, which has extensive control of South Africa via exhibition and distribution outlets, bought out UA's 50% ordinary stock in Odeon Cinema Holdings, Ltd. Latter outfit is the Rank holding company which has the controlling interest in Odeon Theatres, Ltd., which, in turn, has the major interest in Rank's theatres, and production-distribution faciliand production-distribution facili-

and production-distribution facilities.

Deal provided for a reported payment or \$2.200,000, considerably bolstering 4A's capital structure. Coin for the most part will enable the distrib to take a more extensive role in financing indie pix. Mary Pickford and Charles Chaplin, each of whom owns 25% of UA, already have okayed the deal, it's understood.

UA, over the years, had been evening sale of the properties, but the idea never before reached fruition for the reason that the distrib wanted a cash payoff in dolars which, in the past, were scriously needed by UA. Despite England's restrictions on converting British sterling into Yank coin, reportedly UA deal now provides for a substantial payment of American (Continued on page 20) (Continued on page 20)

Christie Trial Furor Leads to Brit. Ban Of

Leads to Brit. Ban Of
French Pic, 'Murderers'
Paris. July 7.

Andre Cayatte's prize-winning Gallic. pic, which voiced an outery against capital punishment. "Nous Sommes Tous Des Assassins" ("We Are All Murderers"), has had its English distribution held up since the recent sensational trial of John Christie's confession that another man was hung for one of his crimes has made the theme of capital punishment a touchy subject in England, and a great public debate for and against it is now going on.

British censors asked for many cuts in "Assassins," due to the public temperament at the moment. But director Cayatte felt the cuts would mar effectiveness of the film and asked that release of the film he held up until it can be shown in its entirety.

This is the first time that the English censors have ever objected to the basic theme of a film Usually, their scissoring is based on rules of decency and convention. "Assassins" was not censored until the Christie affair, and the delay in release by the English distrib put it in a censorable category. Censors have stated that pic was deemed untimely, since it could be used as a means of propaganda by partisans of the anticapital punishment forces.

Lens Todd-AO 'Okla.' Next Spring in 'New Greenery'

Spring in New Greenery

Production of "Oklahoma" in the
Told-AO widescreen technique has
hid to be pushed back to next
spring "when things get green
again," Richard Rodgers said in
N. Y. last week (10)

He indicated that it had become
too late in the year to leng the
necessary outdoor material, and
that current plans call for shooting
the indoor sequences early in 54
with location jaunits to follow.
Rodgers and Oscar Hammerstein, 2d, along with Arthur Hornblow, Jr., Magna Theatre Corp.
broduction topper, and Fred Zinnebroduction topper, and Fred Zinnemann, director, will cast the pic
and prepare it otherwise for a
spring launching during the rest of
this year.

Spring in New Greenery
Spring and over \$5,000.000 it the
Sunct is sunder \$2,500.000 there's
5,000.000 there's
5,000.000 there's
5,000.000 there's
5,000.000 there's
6,6th. In second spot last week, this
sock in New York and good in Los
Angeles. Desert Song' is flively
in Chicago and big in Coronto.

Spring launching down sixth
groove by dint of a fine showing in
extended "runs. It's wham in
its sixth stanza-in Cleveland and
still strong in its second run in
Beneves no participation for the Fabian
outit.

Zanuck's Robe' Trailer

Darryl F. Zanuck, 20th-Fox production topper, will display his
its sixth stanza-in Cleveland and
still strong in its second run in
Beneves no between the los of the second week in Louisville, big in
Six stanza-in Cleveland and
still strong in its second run in
Beneves no between the los of the railer,
second week in Louisville, big in
Six stanza-in Cleveland and
still strong in its second run in
Beneves on "Spot as the pic of the trailer,
six the film slipped "picharative due to its
Angeles. Desert Song's flow and
in Chicago and its
second week in Louisville, big in
Six stanza-in Cleveland and
still strong in its second run in
Six stanza-in Cleveland and
still strong in its second run in
Six stanza-in Cleveland and
still strong in its second run in
Seventh berth goes to "Stalag
flow manned the second run in
Six stanza-in

Tax Leak Plug Action

Tax Leak Plug Action
Washington, July 14.
The bill to plug the tax leak
whereby film stars and others
avoid U. S. income taxes by
working overseas and residing
there for 18 months, is expected to be reported out favorably this week by the House
Ways and Means Committee.
The new legislation would
put a ceiling—probably \$25,000
—on the amount which willbe exempted from Federal income tax. The existing law

come tax. The existing law places no ceiling on the amounts of earnings which may be tax-exempted.

450G Price Tag On **Mayer Properties** For Cinerama Use

Stanley Warner can take over the Cinerama options on three properties owned by Louis B. Mayer but only to the extent to which Cinerama owned them, it was explained in N. Y. last week (10). Spokesman for Mayer, Cinerama board chairman, denied on the Coast last week that the SW-Cinerama deal included the rights to the story and play properties held by Mayer.

the Coast last week that the SW-Cinerama deal included the rights to the story and play properties held by Mayer.

Cinerama exec clarified the situation, saying that the company had optioned the Mayer properties under certain conditions, including a series of payments on each. He said that, should SW prexy S. II. Fabian wish to exercise the Cinerama options, he would have to start shelling out some coin "in the near future."

It's understood that Mayer is asking \$250,000 for the rights to "Paint Your Wagon" and \$100,000 each for "Joseph and His Brethren" and "Blossom Time." Cinerama spokesman disclosed that, should SW pick up the option and start paying, "they'd have to pay us something extra" over and above the Mayer asking price.

New York version of the Mayer denial is that it was put out by Mayer's agent rather than by Mayer himself, and that there had been differences in opinion on the (Continued on page 20)

SW'S 3G WEEKLY PLUS % AS FABIAN, ROSEN FEE

AS FABIAN, ROSEN FEE
Stanley Warner compensation formula for the services of S. H. Fabian, president, and Samuel Rosen, vice-president, has been worked out on a fixed sum plus profits participation basis.

Under terms of a three-year contract. SW is paying \$3.000 weekly to Fabian Enterprises, company owned by Fabian and Rosen, rather than any direct remuneration to either exec.

Also, Fabian Enterprises gets a 5% cut on SW profits between \$2,500,000 and 712% on earnings over \$5,000,000 fit the SW net is under \$2,500,000 there's no participation for the Fabian outfit.

COWDIN PLAN

Suggestion that Government information messages be inserted into Hollywood entertainment pix going abroad last week cued a loud chorus of protest from industry execs. Predominant theme was that this must never be allowed to happen and that, should such a policy actually be put into effect, a might well ruin the reputation of American films abroad and completely dissipate, their usefulness as tellers of the American story.

as tellers of the American story,
Company spokesmen not only
sharply rejected the idea, but were
doing a burn over the fact that it
had been presented publicly in the
first place. Plan to carry propaganda line in pix was outlined by
J. Cheever. Cowdin, new head of
the Government's overseas film
program, in testimony before a
House Appropriations subcommittee in Washington June 24. His
four-point program was made public only last week.

Ite only last week.

Cowdin, who still awaits clearance before he can be sworn in for
the job, wants the industry to make
propaganda pix for the Government at a nominal cost. He also
would like the distriby to handle
(Continued on page 20)

20th Dropping **Brit. Prod. Setup**

London, July 14, 20th-Fox is abandoning its Brit-ish production setup with unit top-pers Freddie Fox and Robert Dear-ing ankling the organization im

ing ankling the organization immediately. Decision was confirmed by Shyros Skouras prior to his return to America tomorrow. (Wed.); but reportedly it was previously agreed on with Darryl Zamuck.

Decision is still top secret, but it coincides with Skouras' meeting with independent British producers urging immediate, switchover to CinemaScope production. 20fh's British organization has continued in active production since 1948 with "singlehanded" as its last picture.

H'WOOD REJECTS Ike Vs. Reed Row An Ill Wind That Blew Admish Tax Bill Out of Hole

Reels Uncensorable

Reels Uncensorable

Columbus, O., July 14,
Gov. Frank J. Lausche late
last night "Mon.) signed into
law a Senate bill exempting
newsreels from film censorship
in Ohio, effective Oct. 12.

Eric Johnston, Motion, Picture "Assn." of America, prez,
termed this one of the most
significant steps in industry's
campaign to kill off official
blue-pencillers.

Nobody Gay Over Goldwyn-Disney, **RKO Pix Tieup**

Anent the RKO setup with Samuel Goldsyn and Walt Disney, it appears that nobody's happy. Insiders say that RKO president James R. Grainger feels the company's cut of the indie producers distribution money is Inadequate

distribution money is landequate aid may want some changes made, RKO's take for its distribution service is 20% of Goldwyn pix revenue domestically and 2212% of the foreign income. Distrib's split with Disney is on a 2212% of the foreign income. Distrib's split with Disney is on a 2212% of the foreign income. Distrib's split with Disney is on a 2212% of the foreign income. Distrib's split with Disney is on a 2212% of the passis in U. S. and Canada and 25.75 abroad.

Disney's "Pleter Pan" and Goldwyn's "Hans Christian Andersen have been the biggest money makers among RKO releases over the past several months but RKO hasn't been getting the right payoff, Grainger reportedly feels.

As for the producers, excess at the Goldwyn office are privately beefing that the playoff of "IICA" hasn't been given full attention by RKO. While the pic isn't being entirely sulffed off by RKO, persons close to the situation report that Goldwynites, figure they are being called upon to handle (Continued on page 20)

National Boxoffice Survey

Biz Picks Up in Keys; 'Feather' Flies Into 1st, 'Witch' 2d, 'Scared,' 'Moon,' 'Beast' Next

Witch' 2d, 'Scared,' Moon,' Beast' Next

Pleasant weather, save for heatwaves in a few key cities covered
by Variety, was rated as a prime
lactor in lifting grosses appreciably this week. 'The Charge at
Feather River,' a 3-D actioner, displayed a surge of speed to move up
from a mere contender to capture
"Feather" ranged from good to
excellent in some 11 playdates,
which held down third niche lastweek. This entry is solid in Minneapolis; trim in Washington and
excellent in Portland, among other
keys.

"Scared Stiff," previously in
fifth, eops third position via smash.

"York."

"Heath the same spot last week.
Golden Dozen is completed by "It
held the same spot last week.
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The by valent by "Last week.
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The same spot la

keys. and slow in Pl
"Scared Stiff," previously in fine in Portland
fifth, eops third position via smash,
trade in some six cities. "Moon 15" "Arena" is;
Blue", follows in fourth, while
"Beast from 20,000 Fathoms" is displaying surfifth, In second spot last week, this sock in New Yfilm slipped primarily due to its Angelies, "Delack of staying power. in Chicagorand fine in Portland and Strong in New York.

"Arena" is: good in Philly and fine in Denyer. Sea Around Ux!! displaying "surprising, strength, sock in New York and good in Los Angeles. "Desert Song" is lively in Chicago and big in Foronto.

Washington, July 14.

The row between the Eisenhower Administration and Rep.
Daniel Reed att. N.Y.), chairman
of the House Ways & Means Committee, turned out to be the ill
wind which blew plenty of good
for the film industry's council of
Motion Picture Organizations and
its drive to climinate the 20% admissions tax on motion picture
theatres.

Without this souabble, according

theatres.

Without this squabble, according to prominent, members of the House, the Mason bill to repeal the tax on pictures would still be in a Ways & Means Committee pigeon-hole. But here's what happened:
Rep. Noah Mason (R. HI) was one of the few members of the Committee who bucked the Administration and who shood solidly behind Dan Reed's attempt to kill the excess profits tax effective last June 30.

Grateful for the support, and because he knows any action to reduce taxes at this time will annoy the Administration. Reed agreed to permit his committee to act on the Mason bill last Friday (10). Members of the Committee, anxious to mollify their trate chair-tContinuct on page 20)

20th Underwrites Prod.

VARIETY

Trade Mark Registered
FOUNDED BY SIME SILVERMAN
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Condon WC2
8 St. Martin's Pt. Trafalgar, Sq.

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ABEL GREEN, Editor

Vol. 191 Programme

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Vaudeville 40
DAILY VARIETY

DAILY VARIETY

(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year. \$20 Foreign

Associated Brit. Pix Corp. Profit \$1,400,000, Taxes \$25,000,000, in '52

London, July 7.
Although the company had paid almost \$25,000,000 in taxation during the year ended March 31 last. Associated British Picture 200p. wanned to ing the year ended March 31 last. Associated British Picture Corp. wound up with a net piosh of over to the government, admission tax and the Eady fund between them accounted for over \$22,000,-

tax and, the Eady fund between them accounted for over \$22,000.

Amplifying his statement to stockholders, the firm's prexy, Sir Philip Warter, last week quoted these figures to illustrate the serious burden of taxation. He asserted that, unless there were a drastic overhaul, the entire exhibition and production industry was in Jeopardy. Attendances were down by 5.5% on the previous year and were 16% below the 1946-47 peak. Will) the continued expansion of TV, there was a likelihood of the downward trend continuing.

He affirmed that it was time the government is to piped "playing around," and offering the industry 'petty' concessions." Last, year's admission tax revision, which was admittedly designed to help the small exhibitor, had resulted for his corporation in an increased tax payment of \$49,000, although gross-receipts were down by \$647,000. Unless there was a bold decision on the part of the government, he envisigned a tendency within the next few years to reduce the number of picture theatres either by rationalization within the industry or by economic necessity.

Sir Philip emphasized that the

or by economic necessity.

Sir Philip emphasized that the continued fall in admissions had an immediate effect on British

(Continued on page 20)

Closed-Circuit Theatre TV for Business Meets 'Interests' 53 Companies

Interests' 53 Companies

Fifty-three different companies
In 12 major industries have expressed "specific interest in the
possibilities" of using Tele-Sessions, the closed-circuit theatre.

TV technique for conducting business meetings simultaneously in
many cities, according to Victor M.
Ratner. Tele-Sessions director of
Theatre Network Television, Inc.

N. Y. He said their interest was
inspired by his company's developmental work in the medium of
business communications, in the
past 12 months.

The 53 companies are in addition to such blue-chip advertisers
as General Electric, General
Motors, Phileo, Schenley and
Westinghouse, who have used
forms of closed-circuit TV in the
past year.

Experience in the technique includes American Telephone, &
Telegraph, which used mobile theatre-TV equipment for an overflow stockholders' meeting: Ford

atre-TV equipment for an over-flow stockholders' meeting: Ford Motor Co., which used TNT to "(Continued on page 18)

DEPINET ON COAST IN RKO STOCKHOLDER SUIT

Hollywood, July 14.

Ned Depinet arrived from N. V.
In connection with a series of depositions by former RKO officials and
others in the minority stockholder
suit against the studio. Action
brought by Eli and Marion Castlebrought by the and Marton Caspe-man and Louis Federman, rames Howard Hughes and Depinet and charges waste of the company's money. One of the charges of waste involves the long delay in the production of "The Robe," which eventually wound up on the 20th Fox lot.

20th-Fox lot.
Among those giving depositions are Dore Schary, Jerry Wald, Sam Bischoff. Sid Rogell Norman Krasna and Frank Ross.

WB Gets Neither Wallis Nor 'Money From Home'

Hollywood, July 14.

Hal Wallis is definitely not returning to Warners. Fact was emphatically expressed by a representative of the Burbank lot after

sentative of the Burbank lot atter a conference there between Wallis, Joseph, Hazen and Warners. The conference dealt with a pos-sible WB release of the Martin-Lewis starrer, "Money from Home," but the parties were un-able to reach an agreement.

The conference dealt with a possible WB release of the Martin-Lewis starrer, "Money from Home," but the parties were unable to reach an agreement.

Costs Lop MPAA

Madrid Office

The Robe, "first of the CinemaScope to come from 20th, are to be discussed at a meeting of 20th division and branch managers in N. Y. July 20-21.

Sessions will be chairmanned by Al Lichtman, 20th director of discribution. Field execs won't be closing of its office in Madrid, MPAA prexy Eric Johnston indicated in N. Y. this week (13). He said M. A. J. Healy, MPAA rep in Spain since 1951, is being recalled to the homeoffice with Eugene Van Dec, MPAA rep in Rome, adding the country to his territory, which now takes in the entire Mediterranean, including also Portugal.

Johnston denied that the Madrid move reflected a pinch in the MPAA overall budget. He added, however, that the companies are thaving their difficulties and that MPAA would cut corners where possible. Johnston said there would be expansion in foreign market representation "wherever we see it is advisable," and he stressed the importance of the overseas field. MPAA at present isn't contemplating adding personnel anywheve.

Exact nature of Healy's job in N. Y, is uncertain, Johnston con-

where.
Exact nature of Healy's job in Exact nature of Healy's job in N. Y. is uncertain. Johnston conferred with him in Paris last week on the deadlocked Spanish situation. It's expected that talks with the government there will be resumed this fall. Discussions were broken off in N. Y. about a month ago when the Spanish rep insisted on a \$500.000 loan to his industry as a condition to any deal.

Exhib Ignores Berger's 'Stay Way From 3-D,' Gets Smash B.O. From Deepies

Smash B.O. From Deepies

Minneapolis. July 14.

Stating his "personal" views on the subject of 3-D in the current. North. Central Allied bulletin. Bennie Berger, owner of a large theatre circuit as well as the organization's prexy, recommends that other small-town and subsequent run exhibitors "stay away" from the new projection medium.

The reason stated by Berger is that 3-D "will only fatten the distributors' pocketbooks." He declares that "for the film companies to extract 50% for the recent 3-D stinkers is legal extortion."

An exhibitor in one Minnesota town of 7,000 population, however, has not kept secret the fact that on his very first 3-D picture, he earned sufficient to pay the cost of the 3-D equipment, and on his second one he netted more money than on any other attraction in years.

Par's 100G for 'Toko-ri' Despite M-G's Like Yarn

Among those giving depositions are Dore Schary, Jerry Wald, Sam Bischoff. Sid Rogell. Norman Bischoff. Sid Rogell. Norman Rrana and Frank Ross.

Techni's 25c-50c Divvy

Technicolor board in N. Y. last week 19 declared a 25c per share of a non-fiction story by Michener on a similar subject, the asking old no-par common stock and 50c a share on the old no-par common stock and 50c a share on the old no-par common stock on text and 50c a share on the old no-par common stock on text and 1953, to stockholders of record at comment in N. Y. last week.

Dividend is payable July 31.

1953, to stockholders of record at comment in N. Y. last week.

1953. Dr. Herbert T. Kalmus, Techni prexy, presided over the board of other companies from bidding on the property.

1960. The strikal Method is strike that Method the basic materials as production for 15 years, returns to the staff as production sensition.

1970. Coll Gets 'Port'

1981. Coll Gets 'Port'

1982. Coll Gets 'Port'

1982. Coll Gets 'Port'

1983. Collumbia closed a deal to release the Mike Frankovich production, "Port of Spain," to be filmed in London and Tangier, starting or a non-fiction story by Michener on a similar subject, the asking or a non-fiction story by Michener on a similar subject, the asking or a non-fiction story by Michener on a similar subject, the asking or a non-fiction story by Michener on a similar subject, the asking or a non-fiction story by Michener on a similar subject, the staff as production for 15 years, returns to the staff as production story by Michener of a non-fiction story by Michener on a similar subject, the asking or a non-fiction story by Michener on a similar subject, the staff as production for 15 years, returns to the staff as production for 15 years, returns to the staff as production story by Michener on a similar subject, the saking or a non-fiction story by Michener on a similar subject, the saking or a non-fiction story by Michener on a similar subject, the saking or a non-fiction story by Michener on a similar subject,

Col Borrows \$1,000,000, Indebted to \$11,000,000

Columbia has borrowed an additional \$1,000,000, bringing its indebtedness to \$11,000,000, the company reported to the Securities & Exchange Commission.

New borrowing was part of a \$15,000,000 loan agreement which Col negotiated with a syndicate of banks headed by First National of Boston last year.

Sell C'Scope Pix As Pre-Releases

Davis Moves Up in SRO Reshuffle to Free DOS For 'GWTW' Legit Stint Hollywood, July 14.

was upped to the presidency, r placing David O. Selznick not on

seizinck Releasing Organization, was upped to the presidency, replacing David O. Selznick not only as president but as executive director as well. Selznick himself announced that the realignment of executives was effected in order to free him for production activities, starting with the stage musical, "Scarlett O'Hara," based on the picture, "Gone With the Wind."

Davis, who joined SRO in 1950, announced plans for the re-release of 20 Selznick productions throughout the world, some of them for widescreen and with the addition of stercophonic sound. Lined upfor early reissue in this country are "Duel in the Sun" and "Spellbound." Meanwhile release plans are under way for "Terminal Station," Jennifer Jones-Montgomery Clift costarrer, recently produced in Italy by SRO in collaboration with Vittorio De Sica.

Under the new setup, Victor J. Hoare continues as veepee in charge of foreign distribution with offices in London. Earl R. Beamar remains as veepee and treasurer, dividing his time between N. Y. and Culver City. Arthur Lee is European sales manager, with headquarters in Paris, and Erwin Schmidt is general sales manager for Germany and Austria, with headquarters in Munich

with headquarters in Paris, and Erwin Schmidt is general sales manager for Germany and Austria, with headquarters in Munich. Cleave J. Shepherd, in Tokyo, will supervise sales in the Far East, and Eduardo Guimaraes, in Rio de Janeiro, will handle Brazil.

Arthur Fellows, associated with Selznick in production for 15 years, returns to the staff as production assistant.

High Cost Of Confabs

Atlantic City, July 14.

Although registration at last week's three-day convention of the Allied Theatre Owners of New Jersey was officially estimated at 190, no more than 25-odd delegates were on hand Thursday (9) to hear an address by National Allied board chairman and general counsel Abram F. Myers.

Myers, it was reported, made a special one-day trip here from Washington to make an off-the-cuff talk on progress of the Mason bill to repeal the Federal admissions tax. Low attendance was blamed by some sources to the fact that most members "were placing pleasure before business."

Likewise, a scheduled meeting on 3-D Friday afternoon 169 was called off when only a dozen delegates showed up. Scanning the small gathering, prexy Wilbur Snaper observed: "Boys, I think we've already kicked 3-D around enough at previous sessions."

"Yes," agreed one member, "I move that this meeting be adjourned." Motion was promptly seconded and the group departed for the cooling boardwalk breezes outside the hostelry.

Some delegates broadly hinted that the convention turnout was well below previous years. One Allied-ite commented that a growling slice of the membership just couldn't afford to come to the conclave. "Why" he said, "when you think of the hotel room for yourself and your wife, registration fees plus miscellaneous expenses, it runs into a lot of dough."

Moreover, the delegate noted, when many smalltown exhibitors are operating their houses only two and three days a week due to poor business "no wonder they're broke. . . They have to stay home to keep what little business there is moving."

Conclave was attended by reps from every major, except—an Allied official significantly observed—RKO and Warners. Among those with displays were Lorraine Carbon Co., of Boonton N. J., Coca-Cola, Manley, Inc., of Kansas City, popcorn machine manufacturers, and the Ballantyne Co.

Majors' 'Shortsighted' Policy On 3-D **Exhibition Rapped at N. J. Allied Meet**

Golden to Rep U.S. Govt. At Venice Pic Festival

Washington, July 14.

Washington, July 14.

Nathan D. Golden, director of the Dept. of Commerce Motion Picture Division, has been chosen to represent the U. S. Government at the Venice Film Festival in August. He is scheduled to sail from New York July 23.

New York July 23.
Golden was nominated for the honor by the International Committee for Visual and Auditory Materials for Distribution Abroad at Film Festivals, an adjunct of the State Dept. Golden, who previously represented the U. S. Government at pix festivals in Cannes and Venice, has headed the motion picture section at Commerce Dept. for the past quarter century.

Johnston Vetoes Alien Prod. Pool

isit to Europe, told an administra-

Eric Johnston, during his recent visit to Europe, told an administrative council meet of the International Federation of Film Producers Assn. that the Motion Picture Assn. of America would oppose any move to pool European production or other activities inimical to U. S. producer interests.

MPAA topper brought the matter up while making his report to the prexies and foreign managers in N. Y. Monday (13). He indicated that he hadn't been informed officially of the MPAA's membership in the international group and that he was surprised over its aims. Intimation was that the MPAA might bow out of the international association.

Johnston's remarks were generally taken as a slap at John G. McCarthy, former MPAA v.p. incharge of the international division, who brought the MPAA into the international unit's fold some years back. Federation, while devoted to improving the production (Continued on page 61)

N. Y. to L. A.

Barney Balaban Miriam Gruen Russell Holman Phil Moore Jerry Pickman Natalie Schafer Silas F. Seadler Douglas Shearer Lee Solters

N. Y. to Europe

Monica Boyar Notice Boyar
Rudy Burns
Oscar Hammerstein 2d.
Morgan Hudgins
Tony Palmerio
Gottfried Reinhardt Atlantic City, July 14.

Future of 3-D pix as far as the smaller theatres are concerned was tossed in the lap of the majors last week by the Allied Theatre Owners of New Jersey. Organization, in closing its 34th annual convention here Friday (10), condemned sales policles of companies distributing 3-Ders as "unrealistic and shortsighted" in failing to recognize the right of customers to make a profit out of such bookings. In deploring the majors' sales methods, Allied group contended if these "unfair" practices are continued they'll destroy the stimulus of these new presentations. It was pointed out that theatres equipped for 3-D projection have gone to great expense in installing necessary equipment. Moreover, they've assumed higher labor costs and this should be "carefully considered" when distributors fix selling terms.

Blasting pyramiding rentals, which have averaged around 50 percent in the past, Allied affiliate asserted that introduction of 3-D has been "most profitable" to manufacturers and distributors of equipment as well as 3-D producers-distributors. But the exhibitor has been "completely ignored" and has failed to benefit.

Expense Slicing

ATONJ also recommended, with a view to reducing the cost of producing 3-D pix as well as slicing the expense of projecting them in (Continued on page 20)

L. A. to N. Y.

Freddie Amsel'
Robert Ardrey
Gene Autry
Lew Ayres
Art Baker
Kaye Ballard
Mel Blanc
Phil Bloom Phil Bloom
Anne Bradley
Pat Buttram
John R. Clark, Jr.
Art Cohn
Jan Grippo
Dr. Herbert T. Kalmus
William Lundigan
Gisele MacKenzie
Una Merkel
Guy Mitchell
Jack O'Laughlin
Cap Palmer
Gregory Ratoff
Ronald Reagan
Louis Snader
John Sutherland
Spencer Tracy

Europe to N. Y.

Herman Bernstein Donald Burr Donald Burr
Sue Carol
Peter, Coates
Eric Johnston
Alan Ladd
Joan Miller
Michel Mok
Warren O'Hara
Mark Robson
Douglas Sheaver
George Weltner
Billie Worth

CAN'T HELP 'COUNTING CHICKENS'

Competitive Bids, Pre-Releases No Trust Violation Generally: D. of J.

impetitive bidding and pre-re-Justice Dept. declared Fri

Antitrust Division officials

e bulk of the testimony for ision. He specifically anquestions submitted by the

iding the theatres are in "sub lantial competition with each ther." If the theatres are not in ubstantial competition, then bid ing cannot be used; no matter who

o offer guidance which is fol (Continued on page 18)

New Ozoner Setup Rapped by ATOI

's Assn. ed unit states that it is just

ed outfit says it recognizes drive-ins have special prob Continued on page 20)

IA Opens New Pact Talks With Majors in Sept.

ions have already agreed themselves on some 30 hat will be handed to the

demands will be uniform question of wage increases, ion plan and many other its, so that a general pattern followed in the negotia-

20th Ends 'Flat' Era In Nov. With 'Vicki' Release

See Pix Biz Target **In Budget Pruning** On O'Seas Info Job

Indie Sued for Rentals On ELC, Selznick Films

among pix involved in the li ion are "Third Man" and

Selznick, claims the films between month O, and the same month o owing year, on a deal co payment of \$3,619. Of the it's asserted, only \$924

paid. Suit seeks recovery apeake's motion to exa defendant until July 21.

Philly Exchange's Hike

Chicago, July 14.

Members of the film exchange unions, locals B-45 and F-45, voted for the acceptance of a proposed blanket salary hike of \$4 per week offered by distributors

New contract will be retros to Dec. 1, 1952, and will be tive until Nov. 30, 1954.

HOPE RISES FOR TAX REPEAL

year of the rederal admissions in has aroused the most excite-tent in the pix industry since D's advent.

islative K. O. of the 20° grah theatre admissions is a definite

the tax lopping. They s (Continued on page 18)

PREP PRE-RECORDING ON 3-D 'TOP BANANA

"Top Banana" will get under way Thursday (16) at Motion Picture Center with the pre-recording to be followed next week with actual shooting. Screen version of the Paula Stone-Mike Sloane stage-show will be produced in 3-D and

Cinerama Screen Streamlining Due, Sez Waller; Raps Emphasis on Size

SW Seeks Others To Package Pix A La Cinerama

(Continued on page 18)

Leven Bankrupt

Los Angeles, July 14. Edward J. Leven, ABC-TV exc

Universal Sole Holdout On Belge Settlement

Loew's Nets 12-Wk. \$1,000,000 Profit

WB's District Shuffle In Efficiency Program

General Freeing of Foreign Market Seen By Johnston; New Pacts Due

firmation by the British. Report on his trip, including de-

FILM REVIEWS

Stereo melodrama with above-average marquee names, Rob-ert Mitchum, Linda Darnell Jack Palance and sturdy b.o. prospects.

Hollywood, July as of Sim Wiesenthal pronu-ture of the hum Linda Darnell, the feet of the second of the con-cept of the second of the con-server, Roy. Roberts, Salvador, tected, by Rudolph Mate, Oscar Millard, Sydney Buehm, adaptation, D. M. Marshman, of Cechnicolor). William Say-Robert Ford; music, Roy Robert Ford; music, Roy Second July 8, '53, Running

..... Robert Mitchum

me correct atmosphere for the presentation.

Direction by Rudolph Mate takes every advantage of the plot to build thrills and develop the story as logically as possible. Guidance builds to a spine-lingling climax aboard a creaky funicular cable car danging high in the air between mountain peaks to wrap up the suspense drive on a strong note. He gets excellent help from co-stars: Robert Mitchum, Linda Darnell and Jack Palance, as well as the susporting players, and the Oscar Millard - Sydney Boehm script, based on D. M. Marshman, Jr's story and adaptation, does its job properly in fashioning meller entertainment.

Mitchum's portrayal of a heavy-

entertainment.

Mitchum's portrayal of a heavyweight fighter barnstorming in
South America is soundly valued,
Miss Darnell has plenty of natural
assets for 3-D and color looks good
as the ex-girl friend of a U. S.
gamyster who is dodging his killers
until she can testify before a Seinite Investigating Committee. Palance is the killer chasing the girl
and his villain is short-winded but
plenty menacing.

plenty menacing. To set the stage for the climax. Mitchim and Miss Darnell take a antenum and Miss Darrell take a cable car trip to a nearby mountain summit and spend a romantic evening. As they prepare to come, down the next morning, Palance appears and threatens to kill the boxer unless the girl goes of the second statement
down the next morning, Palance appears and threatens to kill the boxer unless the girl goes off with him. During the descent, while the car is suspended between two peaks, the cable begins to break and the ensuing action will have the palms sweating before evil is put down and right and love triumph. The use of depth photography makes the suspense of the secuence almost unbearable. A number of excellent character portrayals bolster the melodrama and among the more colorful are Sandro Giglio, the conductor of the doomed car; and its passengers, Rodolfo Hoyos, Jr., Salvador Maguez, Reginald Sheffield, Margaret Brewster, Maurice Jara and Judy Walsh. Dan Seymour solls an oily Latin underworld type. Also coming off well are Roy Roberts, Fortunio Bonanova and Milburn Stone.

Big Leaguer

Human interest story on base-ball training with Edward G. Robinson, Vera-Ellen. For okay general companion feature

Hollywood, July 14.

MGM release of Matthew Rapf production. Stars Edward G. Roblinson, Vera Ellen: features Jeff Richards, Richardaeckel, William Campbell, Carl Hubbell Yaul Langton, Directed by Robert Aldrich reremplay, Herbert Baker, hased on the Montal Country of the Coun rpert Baker: based on Mory fulty and Louis Morhein; lam Mellor: editor, Ben wed July 8, '53, Running Lewis. Previewe time, 70 MINS. John B. Lobert, Christy

ime, 70 MMS.

John B. Lobert. Edward G. Robinson (Christy Vera-Ellen Adam Polachuk Vera-Ellen Adam Polachuk Vera-Ellen Adam Polachuk William Campled (Carl Hubbell Polachuk Themselves

Maurice Jan Mauric

story could just as well have been left to play itself without the device.

The Matthew Rapf production opens with the arrival of 200 hopefuls at Melbourne, Fla., for a two-week tryout under: Lobert's keen eye. Those that make the grade draw contracts for \$150 a month and a chance to prove themselves in professional baseball. The usual types that one might expect to find among such a group are seen, with chief interest centering on Jeff Richards, rugged mining town youth playing hookey from the college where his immigrant dad had sent him; Richard Jaeckel, a confident high-school, pitching whiz William Campbell, a cocky showoff from the N.Y. streets; Bill Crandall, son of an ex-baseball great trying to please his dad; and Lalo, litos. Cuban recruit. Each of the quintet shows up well, with Richards being the most impressive. Paul Langton narrates as a writer. Vera-Ellen, as Robinson's niece, is in for some romantic interest with Richards and comes over nicely in the straight part. Robinson is good as the camp founder has been mixed in with fact.

and makes believable the hokm that has been mixed in with fact. There's the ninth inning home run that saves the game and wins a prosport for Richards; the parent who doesn't understand until the finale the American love for the game, and the need for Robinson to come up with some prospective talent if the camp, is to continue.

Robert Aldrich's direction acceptably guides the Herbert Baker-screenplay through its paces for a pleasant 70 minutes. Script was based on a story by John McNulty, and Louis Morhelm. Camera work by William Mellor is good and the other technical assists of like order.

ohn Stroud	Glenn Fore
conn Gare	. Chill will
The Lagrange of the second of	Hugh O'Brisi
Dawes	Antilla Brone
Cavish	John Day
la Anders	Myra Marsi
Rate Lamur	. Jeanne Coope
Carlos	Mark Cavel
Sergeant	raward Norri
de comprehensive de la constante de la constan	Guy william

tion features rugged, actionful didection by Budd Boetticher and
has in the names of Glenn Ford,
Julia Adams, Chill Wills and Victor Jory the proper marquee
weight to carry it through release
intentions satisfactorily. Ford and
Jory are particularly good in the
rugged scenes and the former's
performance helps to carry things
during some midway story slowness.

ness.

High spot of the footage is the climactic battle between good and evil; with Ford protecting a wagon train against Jory's gang of renegades. It's a sequence that Boetticher's direction fills with violent but believeable, action. Plotting in the script by Steve Fisher and D. D. Beauchamp is generally good and was based on a story by Niven Busch and Oliver Crawford.

good and was based on a story by Niven Busch and Oliver Crawford.
Plot is hung on the supposed escape of one man from the Alamo before its valiant defenders fell to Santa Ana's forces. Ford is the man, chosen by lot to escape and warn the families of the defenders of Santa Ana's onrushing army. He finds his own and the other families wiped out by renegades posing as Mexican soldiers, is branded as a coward for deserting the fort, and spends the rest of the footage proving himself to the doubting outsiders and getting revenge on Jory for his criminal assault against the families of the Alamo heroes.

Action is staged expertly to give

sault against the families of the Alamo heroes.

Action is staged expertly to give these sequences a highly satisfying toughness and Russell Metty's lensing of the movement is outstanding. Camera lenses also dowell by the cast. Miss Adams is gracious as a girl who helps Ford. Wills is a one-armed pioneer editor stubborn about accepting the hero, as is Hugh O'Brian, Army lieutenant. They play acceptably, although their parts do not have much meat. Mark Cavell, a young Mexican boy; Neville Brand, a Jory henchman; Arthur Space, the Alamo commander, Myra Marsh and Jeanne Cooper are among others—doing okay.

The Frank Skinner score, while good cleffing, lacks the vigor this type of story needs for musical backing.

Northern Patrol

Stock entry in Allied Artists' Mountie and his dog program-mer series.

Hollywood, July 13:
Allied Arlists release of Lindsley Parsons production, Stars Kirby Granti features Marion Carr, Bill Phipps, Claudie Drake, Die Van Steel, Storia Talbot Richard Walsh, Emmett Lynn, Frank Lilly Directed by Rev Lackteen, Frank Sully Directed by Rev Douglas based on story by Janues Oliver, Douglas based on story by Janues Oliver, Leonard W. Herman, Previewed July 9, 53. Running time, 62 MMS,

ning time oz MINS	
Cpl. Rod Webb	. Kirby Grant
Chinock	Himself
Quebec Kid	Marion Carr
Frank Stevens	Bill Phipps
Oweena	Claudie Drake
Jason Meg Stevens	dale Van Sickel
Meg Stevens	Gloria Talbot
Ralph Gregg	Richard Walsh
Old Timer	Enimett Lynn
Dancing Horse	Frank Lackteen
Bartender	Frank Sully

This is a mild entry in Allied Artists' program action series dealing, with, the adventures of a Mountie and his dog. It will serve as bill-filler.

Mountie and his dog. It will serve as bill-filler.

It's a hackneyed concoction in all departments that finds Kirby Grant, the Mountie, and his dog. Chinook, discovering the body of a young trapper, apparently a suicide. The redcoat knows better, though, and by the time he is through with his ferreting he has uncovered a plot by Marion Carr, a gunslinging femme in leather pants. Bill Phipps and Dale Van. Sickel to steal what is believed to be treasure accumulated over the years in an Indian bittial ground known as the Valley of Death.

Rex Bailey's direction is no better, than the poor script by Warren Douglas, and the casting is on the same level, although Miss Carr fries to bolster her role. Two other femmes also come off better than the males. They are Claudic Drake, an Indian girl and Gloria Talbot, as Phipps' sister.

The Lindsley Parsons production carries stock outdoor values and the technical support is in keeping with the budget persentation.

Horizons Sans Fin

(Endless Horizons)
(FRENCH)
Paris, July 7.
Films Dispa production and release.
Stars Giselle Pascal, Jean Chevrier; features Rene Blancard, Maurice Ronet,
Marie-France Planeze, Pierre Trabaud,
Paul Frakeur. Directed by Jean Dreville. Screenplay, Raymond Caillava;
camera, Andre Bac; editor, Gabriel Rongler. At Marignan, Paris, Running time,
110 MINS.

Helene Daunet Marc Jaudin

Film is a long, carefully-made evocation of the life of an early French air heroine, Helene Boucher. Too respectful air, and adhering to only the airport life of the main character, gives this a single-story line that leads to monotony in its long footage. Pic is more documentary than dramatic. Good air work and fine acting may make this worthwhile slotting for special art house situations.

special art house situations.

Prolog, with its good footage of jet planes, already, makes the following scenes anachronistic and nostalgic. Story shows how Giselle Pascal is bitten by the aviation bug in 1930, when a band of pilots invade her hat shop. She becomes a familiar figure at the airport, and is finally given a chance to fly and become the great femme beater of all existing records of speed and height. Also present are the usual characters such as the steelly, adamant engineer who finally gives in and recognizes there is a usual characters such as the steelily, adamant engineer who finally
gives in and recognizes there is a
place for femme flyers, the nervous, guilt-ridden engineer, the
happy test pilot and his goodhearted but slow mechanic, and
the usual heroism and daring.

hearted but stow internance, and the usual heroism and daring.

Death scenes are muted and played in good taste. Miss Pascal is winsome and self-effacing, with Jean Chevrier properly hard and worried as the engineer with a vision. Pietre Trabaud shines as the cheerful test pilot while Rene Blancard and Marie-France Planeze etch heat and genuine portraits of top pilot and secretary-wife respectively.

Direction is leisurely and ordinary but brings out nice values in the air work. Editing is good, and music has a tendency to be too insistent in contrast to the underplaying of the cast. This won the Catholic Award at Cannes.

Mosk.

Ein Herz Spielt Falsch (A Heart's Foul Play) (GERMAN)

GERMAN)

Berlin, July 7.

Schorche release of Georg Witt production. Stars Ruth Leuwerik, O. W. Fischer, Carl Wery. Directed by Rudolf Jugert. Screenplay. Erna Fentsch; camera. Helmuth Ashley; music, Werner Eisbrenner, settings. Franz Bi and Botho Horfer, sound, Carl Becker, At Berlin Film Fes lival. Running time, 43 MINS.

Peter van Booven

uvai. Kunning time, 73 MINS.
Peter van Booven O. W. Fischer
Sybilla Zander Ruh Leuwerick
Frofessor Linz Carl Wery
Gerda Peters Gertrud Kueckelmann
Kersten Guenther Lueders
Roft von Sauckhod
Matz Hermann Speelmanns

This entry by W-Germany at the Berlin Fete turns out to be one of the better balanced German postthe better balanced German post-war pix, With 57.3% "excellent" coupons by public voting, it re-ceived a remarkable sixth spot on the score list. Pic is by no means a masterpièce, but well told, acted and directed. It will be a sure moneymaker in German-language territories. Chances in the U.S., however, appear limited.

Kampf Der Tertia (Fight of the Tertia) (GERMAN)

(GERMAN)

Berlin, July
Union release of Cinephone productars Brigitte Rau, Wolfgang Jalorst Koeppen, Directed by Eric creenplay, Elly Rauch and Werner, Corenplay, Elly Rauch and Werner, Arndt von Britisheim Spamera, Arndt von Britisheim Spamera, Arndt von Britisheim Spamera, Handt gettigt Britisheim Br

This second German entry at the Berlin Film Festival is just too unpretentious to compete internationally. Pic is in no sense suitable for a festival and therefore not discussable in this respect. But since youngsters are playing the leading roles, film will look good with juvenile audiences. From this point of view, it may even have chances outside its homegrounds.

Story centers around a bunch of smart school boys who boycott on their own, endeavors of a grim catskin dealer to get all local cats for his own sake. Latter taked competent authorities into giving their okay to kill these four-leggers, pretending they are threatening the local health. There are boyish tricks along the way and all ends up with a victory over the cat enemy.

all ends up with a victory over me cat enemy.

Eric Ode did not succeed in bringing the juvenile pathos and flavor of Wilhelm Speyer's lovable novel on to the screen. His direction appears amateurish from beginning to end. So most of the kids walk clusily and rather precoclously through the scenes. A complete miscast is Brigitte Rauthe only girl among the boys, being much too old for her role.

Technical contributions range from fair to below average.

The Boy Kumasenw (AFRICAN GOLD COAST)
Berlin, July 7,
ean. Graham production and relears Nortey Engmann, Frank Tomakl
OKu Ampofo. Directed by Go
ham: music, E. Lutyens, camera, the Coast of the Coast

Nortey Engmann
Kumasenu Nortey Engmann
Agboh Frank Tomakloe
Dr. Oku Ampoto
Poto Robert Nuno
Priest Roby
Yeboah Guy Warren

This entry by the African State Gold Coast at the Berlin Film Fest is amazingly well done film fare, which even holds the interest of the more fastidious customer. With Western Influence very obvious, and yet its own African flavor, pic may be regarded as interesting entry for U.S. art houses. "Kumasenu" is the story of a young boy who is driven out of his village because of the superstition of his people who made him responsible for their bad fishing. He goes to town and gets into the hands of bad people. With the help of good humans he finds his way back to a normal path.

Sean Graham directed this film, and always smoothly but yet with obvious care. He gives the onlooker a good insight into African habits and standard of living. Acting is satisfactory, partly even impressive. Best about the film is

nabits and standard of living. Acting is satisfactory, partly even impressive. Best about the film is the fine lensing by G. Noble. Other technical contributions are varied. All in all, a remarkable entry by a completely unkown little film nation.

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portravals belster the metodramia and amont the more colorful are and amont the dame.

Man From the Alames

Man From the Alames

COLOR

Man From the Alames

**Good outdoor action feature in color with Glenn Ford and skay prospects.*

**Good outdoor action feature in color with Glenn Ford and skay prospects.*

William Snyder's lensing is adjuncted contribution to the thrills sturred in in the fordate. Picture projection, will alreg scene and sterephonic sound.* The low with a state of the Alames

The Alames

The Man From the Alames

**The Al

ROUGH SAILING AHEAD FOR CODE

Censor & Customs Snarls for Distribs | THERE'S THE RUB

Growing number of 3-D pix being readied for export is giving distriba an added headache and has sent foreign distribution costs on sterco films skyrocketing. Number of companies, primarily Warner Bros. and Universal, are currently surveying the overseas market to establish the number of houses equipped for 3-D showings. Difficulties with 3-D abroad involve the export of both the pix themselves and the necessary equipment. Problem of getting dollar exchange is cropping up all over, particularly in areas where there are no facilities for equipment manufacture. Bottleneck in vicwers also remains unresolved in many places.

Distribs say that a number of foreign governments would permit importation of the lens material for the 3-D glasses, providing the polarized sheets could be stenciled and the viewers assembled locally. In trying to get glasses for their exhib customers, the distribs have found that Polaroid, which manufactures most 3-D specs, insists on shipping the finished product.

Situation has eased up somewhat of late in the Far East, where at least two Japanese concerns are turning out polarized viewers full blast. Output is sufficient to supply Japan and allocate good numbers for export.

Filters, screens and glasses, along with stereophonic sound which isn't in wide use abroad, are the items generally in short supply. Houses that can't get the ses-(Continued on page 20)

New Eastern Labs Threaten Strike

Threat of a strike at the eastern labs loomed again this week following the unanimous rejection of the employers' terms by the membership IATSE Local 702, Laboratory Technicians, in N. Y., Sunday (12). Unit has now asked the IA International office for permission

121. Unit has now asked the IA International office for permission to strike.

Labs "final" offer, on which the union turned thumbs down, involved a 7½% wage increase, coupled with a 2½% rise to go into a welfare fund. Union demands a 15% boost for a 35-hour week along with other benefits.

Local's recent walkout, which briefly tied up newsreel processing, was a wildcatter. Since then, IA International prexy Richard F. Walsh has entered the negotiations. Any strike to be called now would have full IA sanction, according to George Waugh, biz manager of the local. He said his local wanted a 5% welfare fund contribution, but would have taken the 5c one offered by the labs. However, the technicians don't consider the wage offer good enough.

Meanwhile, the Assn. of Cinema Laboratories, with a membership of 19, meets in N. Y. today (Wed) to elect a permanent slate of officers and lay out its program for the coming year. John Scott of Du Art Labs, now prexy, is believed the favorite to head up theorg again. One of the ideas mulled by the group is the setting up of a credit information interchange.

Par's 3 Pix Pitch

Paramount is set with a plan to take over one theatre in each exchange city July 27, when a combination of three new features will be shown to an invited audience of exhibs, film buyers and bookers, members of the press and radio-TV.

TV.
Billed as the "Jubilee Show," program will comprise "The Caddy," to be screened at 10 a.m.; "Little Boy Lost." at noon, and "Roman Holiday," 3:45 p.m.

Oscar Or No, Art **Tint Shorts No Go** At B.O. Window

Series of 20th-Fox art shorts, while grossing nicely abroad, is getting the cold-shoulder from American exhibs, 20th sales execs are complaining. Technicolor one-reelers on great masters of the reciers on great masters of the canvas are booking at a disappoint-ingly slow rate in the domestic market, with "Light in the Wind dow," this year's Academy Award winner, trailing the rest in many

places.

Execs say the performance of the shorts is the more disappointing since, when they do get into the theatres, the public seems to go for them with considerable enthusiasm. "The exhibitors just won't give this kind of product a chance," a sales topper complained.

plained.
Slow payoff is indicated by the fact that "Light," in release approximately 40 weeks, has racked up only 1,700 bookings. An ordinary short in the same period of time plays around 5,000 engagements. This is the second time that 20th has had occasion to doubt the value of an Oscar label for a (Continued on page 18)

Pix Row Hobnobs With **Embassy Row in D.C. Bow** Of Art House 'Camillo'

Of Art House 'Camillo'

Washington, July 14.

Film Row rubbed shoulders with Embassy Row at last Thursday's (9) simultaneous unveiling of town's newest first-run art house and trial run of the 3-D distribution of "Private World of Don Camillo." New arter, Silver Spring, is third sure-seater and 27th theatre in the indie Roth chain in the capital and Virginia.

Gimmick of preem was the pushbutton releasing of the French and Italian versions of the Fernandel starrer at the very moment of unreeling of the English version at the new theatre. Reps of the French and Italian Embassies pushed the button which unrolled those foreign language versions at Roth's two main stem art houses, the Plaza and Little.

Highlight of preem was a speech by Maryland Gov Theodore McKeldin, introduced by CBS commentator Walter Cronkite, who emceed the radio pickups of celebs and industry reps.

so welfare fund contribution, but would have taken the 5c one offered by the labs. However, the technicians don't consider the wage offer good enough.

Meanwhile, the Assn. of Cinema Laboratories, with a membership of 19, meets in N. Y. today (Wed) to elect a permanent slate of officers and lay out its program for the coming year. John Scott of Du Art Labs, now prexy is believed the favorite to head up the org again. One of the ideas mulled by the group is the setting up of a credit information interchange system.

Republic Sixmonth Net

Up 100G Over Last Year

Republic Sixmonth Net

Up 100G over Last Year

Republic Sixmonth Net

Up 100G over Last Year

Republic Sixmonth Net

Silver Spring, named for the from realtor to whom a converted in the smill are period last year. Take for the first half of fiscal 1953 was \$1,019,150 belore Federal tax provisions and estimated Federal normal and surtaxes of \$546,000.

Corresponding 25-week-stretch-lack of Federal imposts.

Troubled waters are ahead for the industry's Production Authori-ty Code, both as a result of l'affaire "The Moon Is Blue" and of the

the industry's Production Authority Code, both as a result of l'affaire "The Moon Is Blue" and of the general stirring against state and local censorship which finds its reverberations in a sentiment for tightening up the Code.

Concern over the situation is admitted at the Motion Picture Assn. of America whose spokesman is willing to admit that the whole problem is "under study." Group, which has maintained complete silence since the company prexies turned thumbs down on a Code seal for "Moon." is said to be going over various aspects of the Code, with an "adult" tag for certain pix being mulled.

While there is no question that the "Moon" incident and the pic's subsequent booking by a number of important circuits triggered considerable reaction in the industry, odd angle, is that the MPAA is equally concerned over pressure groups that would like to make the Code more restrictive than it is. Sentiment springs from the belief

Code more restrictive than it is. Sentiment springs from the belief that, if the industry wins its cen-sorship battle, irresponsible pro-ducers might take advantage of the

ducers might take advantage of the situation.

Puzzled Silence

Foes of the Code maintain that the critical acceptance of "Moon," and the fact that exhibs have shown little hesitancy to book it, have weakened the Code's position and have left the door open for other producers to follow through along similar lines. There is puzzlement, however, over MPAA's silence in the matter. It was though that, with the return of (Continued on page 18)

WB Ends 3-Month Hiatus With Bounty Hunter' Oater

Hollywood, July 14.
Three non-productive months at Three non-productive months at Warners ended today (Tues.) with the start of "The Bounty Hunter," a western starring Randolph Scott, with Andre de Toth directing. It will be followed without delay by the Guy Madison starrer, "Rear Guard," directed by David Butler. Both pictures will be filmed in WarnerColor with the company's all-media camera.

WarnerColor with the company's all-media camera.
Other films slated for early production are Alfred Hitchcock's "Dial M for Murder," "The Phantom Ape," "Lucky Me" and "A Star Is Born." Last picture made on the lot before the hiatus was "The Charge at Feather River."

Briefs From the Lots

3-D Export Upbeat Brings Hiked Costs, TOUGHER, EASIER? Columbia Set To Go CinemaScope; Seven 'Big' Properties Readied

> Stuart Schulberg's Pic, 'Back,' for German Prod.

'Back,' for German Prod. Stuart Schulberg, son of B. P. Schulberg, former Paramount production chief, in conjunction with Occident Films, will produce "No Way Back" in the Western zone of Germany. Production is stated to start July 20.

Cast will include Ivan Desny, Ruth Nichaus, Karl John and Rene Deltgen. Director will be Victor Vigas, who also contributed to the script.

Pic will be filmed in Berlin, with German dialog. Part of the gab will be recorded in English to facilitate eventual translation.

eventual translation.

Cut 30% Income Tax On Foreign Prod., Sez MPAA

Washington, July 14.
Elimination of the U.S. 30% withholding tax on the gross carrings of non-resident foreign molon picture companies will help solve the tax problems of Americal Marchaletts of the companies will be problems of Americal Marchaletts of the companies will be tax problems of Americal Marchaletts of the companies with the companies of the companies with the companies of the compan

tion picture companies will nellsolve the fax problems of American distributors in other nations, according to the Motion Picture Assn. of America's Tax Committee. Such a change in our tax laws was recommended to the House Ways and Means Committee by William II. Roberts, committee secretary, Albert A. Fisher, attorney for Loew's; and Roy C. Klmmerle, of 20th, last Thursday (9). "We have found." Fisher testified, "that this 30% gross income tax, which our country imposes on foreign producers, is the greatest obstacle to our ability to secure fair income tax treatment in foreign countries. This is particularly true in countries which have no film industry of their own. When (Continued on page 18)

PCA's Unique Stance On 'Moon': Nix of Pic **Encouraging Censors?**

Encouraging Censors?

Production Code Administration, a branch of the Motion Picture Assn, of 'America, has found itself in a unique spot for an intra-industry instrument designed to maintain ethical and moral standards in films. In its role of adopted guardian against offensiveness on the screen, the Code has been looked upon as a weapon which, to some extent, has discouraged, or should have discouraged, censorship from outside elements.

It's on this latter count that the Code Administration is enmeshed in a unique situation. The independent film, "Moon Is Blue," was turned down when submitted for approval to this industry organization and film company, presidents, as an appeals board, sustained the

tion and film company presidents, as an appeals board, sustained the nix.

This would seem to suggest that non-industry groups would have an open invitation to exercise whatever authority is vested in them and similarly say "too blue" re "Moon." Strangely, the film has been okayed by the New York and Pennsylvania state censor boards without qualification, and Chicago's censor deemed it acceptable for adults.

Hollywood, July 14.
Columbia Pictures is going Cinemascope on several productions, and Harry Cohn, company head, said yesterday (Mon.) that the tee off picture on his studio's state will depend on which of several properties can be adequately east cactors and director) the soonest. Cohn said that he has had several meetings with Darryl F. Zanuck, 20th-Fox production head, regard-

meetings with Darryl F. Zanuck. 20th-Fox production head, regarding the CinemaScope system, and that he has seen the completed How to Marry a Millonaire," which convinced him that the 20th-Fox process "is great."

Cohn admitted, in fact, that if 20th-Fox had been able to move fast enough, Columbia would have made "The Caine Muliny," Stanley Kramer production, in Cinema-scope. As it is, "Mutiny" is being shot in 1.85 for widescreen exhibition.

Columbia's chief executive said

shot in 1.85 for widescreen exhibition.
Columbia's chief executive said that his company will only make in CinemaScope such properties that rate the "grandeur" treatment. As Cohn put it a "piddling story" cannot be enhanced by dn incongruous dimension but; conversely, a "big" story, can be made considerably more important if shot in Cinema-Scope.

Scope,
Summer Hiatus
Cohn said that Columbia has at least seven "big" properties prepared or being prepared that can take and benefit by CinemaScope treatment, They are "River of the Sun," "The Long Grey Line," "Reminiscences of a Cowboy," "The List Story," "Pal Joey," "Black Knight' and "My Sister Eileen."

"Hlack Numbers
Eileen."
With Columbia production on a
complete hiatus until mid-August,
the studio cannot embark on Cin(Continued on page 22)

Italo Monetary Deal Paying Off

Small letter clauses in the extension of the Italian film agreement, negotiated by Motion Pleture Assn. of America prexy Eric Johnston in Rome earlier this year, is beginning to pay dividends, with the American distribs hopeful of eventually moving out all of their available lira funds at the official

available ma-rate of exchange. currently involves Compensation in the negotiati Compensation deal currently in the negotiation stage involves 2,000,000 lira (\$3,000,000. Semi-official Itale) government agency has: indicated it's interested in scooping up all of the available American film lira against dollar account of the scooping up all of the available american film lira against dollar account of the scooping up all of the available account of the scooping up all of the available account of the scooping up all of the available account of the scooping up all of the scooping up American film Ira against dollar payment in New York. Figured to the end of the current deal on June 31, 1954, this could amount to more than \$5,000,000.

Italo pact as negotiated by Johnston continued a previous provision freezing 50% of the U.S. distribs' earnings. Of the rest,

provision freezing 50% of the U.S. distribs' earnings. Of the rest, 37½% is currently available for dollar conversion, with possibility that amount may be raised to 40% in October. The Americans have agreed to continue to hand over 10% of their 'earnings' to subsidize Tocal industry. Clause in the new affeement opened the possibility of compensation deals for the first time in many years,

Republic Skeds 4 More Joint Pix With Wilcox

Hollywood, July 14. "Trouble in the Glen" will be Pickman's Coast Huddles

Jerry Pickman, Paramount Distributing ad-pub v.p., left New York yesterday (Tues.) for Coast huddles on merchandising upcoming pix.

Par president Barney Balaban and eastern production chief Rusels (Glorious Days." "Perchance to past weekend for studio meetings." Rhapsody."

"STALAGIT" GAPTU

TERRIFIC BUSINES

AND TERRIFICACI

SENSATIONAL IN NEW YORK



at Broadway's Astor Theatre with every review a rave:

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"Highest rating. A film we can all cheer!"-Daily News

"One of best of all time!"-Tex & Jinx, NBC

"Sharpen your ten-best-list pencils, boys and girls!"-World-Telegram



now proved this suspensejammed, laugh-packed
hit delivers all the extra
entertainment punch
needed today. And it's
delivered with the kind
of national and local
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"STALAG 17" starring William Holden • Don Taylor • Otto Preminger • Produced and Directed by Billy Wilder • Written for the screen by Billy Wilder and Edwin Blum Based on the play by Donald Bevan and Edmund Trzcinski • A Paramount Picture

Heat Nicks L.A.: 'Woman' Okay 26G, 'Rats'-'Sing' Mild 19G, 'Stranger' 11G, 'Horn'-'Sequoia' 15G, 'Moon' 24G, 2d

Los Angeles, July 14.

Grosses were hit by a torrid heat ve this week with business at a offy level. Strong shows contind at a healthy pace but others re-nicked, particularly over the lally good weekendar gest new bills are "South Sea main," getting an okay \$26,000 two locations, and the combo of essert Rats'. "Tonight We Sing" h a mild \$19,000 in four sites, flair With a Stranger" is doing hin \$11,000 in three spots. teissue coupling of "Traderrn" and "Sequola" is snaring a fit \$15,000 at two locations, song the extended runs, "Moon Blue," "Shane" and "Clnerama" still very strong. Estimates for This Week Hillstreet, Pantages (RKO) (2,752, 12, 60-\$1,10)—"South Sea Wom-100 Fathoms" (WB) and "Night thout Stars" (RKO) (2d wk), (300. Lowntown, Wiltern, Beverly Hils, 10), "South Stars" (RKO) (2d wk), (1752, 2444, 1412, 70, 81, 10).

Jour Stars" (RKO) (2d wk) 300.

John Miltern, Beverly Hills (1757; 2,344; 1,612; 70-81,10) (1,757; 2,344; 1,612; 70-81,10) (1,612) (1,

Hobe, El Rey (FWC) (782; 861; \$1.10)—"Neanderthal Man" (UA) "That Man From Tangler" (). Dull \$5,500. Last week, with

A). Dull \$5,500. Last week, with rer units. Four Star, Rialto (UATC-Metrolitan) (900; 839; 80-\$1.20)—"Moon Blue" (UAY (2d wk). Sock \$24-0. Last week, smash \$26,500. Wilshire (FWC) (2,296; 80-\$1.50) "White Witch Doctor" (20th) (2d). Nice \$5,000. Last week, 2,800. Fine Arts (FWC) (631; 80-\$1.50) for Around Us" (RKO) (2d wk). Jood \$5,500. Last week, great 5,500. Ornheum. Vogue (Metropolitan-

9500.

Orpheum, Vogue (MetropolitanWC) (2,213; 885; 60-\$1.10)—"Danerous When Wet" (M-G) (2d wk).
Slow \$9,500 Last week, \$14,800.

Los Arigeles, Hollywood Paranounts (AB-PT-F&M) (3,300; 1,430
(5-\$1.50)—"Maze" (AA) (2d. wk).
dedium \$20,000. Last week, \$31,00

Medium \$20.000. Last week, \$31, 300.

Ritz (FWC) (1,370; 70-\$1.10)—
"All I Desire" (U) and "Crash of Silence" (U) (2d wk). Light \$3,500. Last week, with Los Angeles, Iris, \$18,900.

Vinited Artists, Hawaii (UATC-GRS) (2,100; 1.106; 95-\$1.50)—
"Sangarce" (Par) (3d wk). Okay \$8,000. Last week, \$11,700.

Chinese (FWC) (2,048; \$1-\$1.80)
"Shane" (Par) (6th wk). Excellent \$21,000. Last week, \$25,000.

Hollywood (SW) (1,364; \$1.20-\$2.80)—"Cinerama" (Indie) (11th wk). Smooth \$33,500. Last week, \$35,800.

'Rouge' Rousing \$8,000, Omaha; 'Space' Nice 9G

Omana, July 14.

A new 3-D is current this week but the big news along theatre row is being supplied by "Moulin Reuge" It is heading for smash \$8.000 at Ralph Golüberg's flagship, the State.

Estimates for This Week
Brandels (RKO) (1,100; 50-76)—
"Last Posse" (Col) and "Siren of Bagdad" (Col). Okay \$6.000, Last week, "South Sea Woman" (WB). and "Million Dollar Pursuit" (WB), \$5.500.

Omaha (Tristates) (2,100; 76-\$1). "Came From Outer Space" (U) lus Nat Cole-Russ Morgan 3-D aturette (U). Second straight 3-D

Broadway Grosses

Estimated Total Gross
This Week \$629,200
(Based on 22 theatres)
Last Year \$426,250
(Based on 19 theatres)

'Stiff' Smash 33G, 'Split' 14½G; Det.

Detroit, July 14.

Biggest thing in weeks is Martin & Lewis opening at the Michigan of "Scared Stiff." United Detroit is also doing standup biz with pairing of "African Queen" and "High Noon" at their second run and suburban houses.

Estimates for This Week
Fox (Fox Detroit) 15,000; 70\$1—"Pickup on South Street"
(20th) (and "All Ashore" (Col.)
(5th wk) Still standing up, \$19,000. Last week, \$19,800.

Michigan (United Detroit) (4,000; 95-\$1.25)—"Scared Stiff" (Par) and "Stars Are Singing" (Par). Smash \$33,000. Last week, "Sangaree" (Par) and "Melody" (RKO-Disney), \$17,000.

Falms (UD) (2,981) (95-\$1.25)—

\$17,000.

Palms (UD) (2,961) (95-\$1.25)—
"Fort T!" (Col) and "Most Beautiful Girls" (U) plus "Spooks" (Col) (3rd wk), Fair \$10,000. Last week,

(3rd wk). Fair \$10,000. \$18,000. \$18,000. \$18,000. \$18,000. \$19.00. \$10.00. \$10.00. \$10.00. \$10.00. \$11.000. \$10.00. \$11.000. \$10.00.

eek, \$11,000.
Adams (Balaban) (1,700; 95-1,20)—"I Love Melvin" (M-G) lus "Fast Company" (M-G) (2d k). So-so \$7,000. Last week,

Cinerama" (Indie). (17th wk) Holding at \$27,000. Last week

Heat Crimps Seattle But 'Fort Ti' Good \$8,500; 'Feather' Light \$7,000

Feather Light \$7,000

Seattle, July 14.

First heat wave of the year has visited the area with the effect at showshops noticed, as the outdoors, is getting the play. "Queen Is Crowned" is holding for third stanza at the Blue Mouse. It's a second for "Houdini" at the Coliseum, and ditto for "Let's Do It." at the Fifth, although opening week hardly warranted it. Liberty is holding "Francis Covers Town" for second frame, too. Other houses offer new pix.

Estimates for This Week
Blue Mouse (Hamrick) (800; 65-90)—"Queen Is Crowned" (U) and "Promoter" (U). (3d wk). Okay \$3,000 on six days. Last week, swell \$4,200.

Coliseum (Evergreen) (1,829; 65-

\$4,200.

**Coliseum (Evergreen) (1,829; 65-90)—"Houdini" (Par) (2d wk). Good \$5,000 on four days. Last week swell \$9,700.

swell \$9,700.

Fifth Avenue (Evergreen) (2.368; 65-90)—"Let's Do It Again" (Col) and "Ghost Ship" (Lip) (2d wk). Moderate \$5,000. Last week, fairish

Moderate \$5.000. Last week, fairish \$6,700.

Liberty (Hamrick) (1.650; 65-90) — "Shoot First" (UA) and "Phantom From Space (UA). Okay \$6,000. Last week, "Francis Covers Town!" (U) and "Column South" (U). Thin \$3,500 on six days.

Muste Hall (Hamrick) (2,263; 65-90)—"3 Loves" (M-G). Okay \$7,000. Last week. "Dangerous When Wet" (M-G). and "Night Without Stars" (RKO). So-so. \$7,400 on eight days. Orpheum (Hamrick) (2,700; 84-95)—"Charge at Feather River" (WB)): Fair \$7,000. Last week. (65-90)—"South Sca Woman" (WB) and "Savage Frontier" (Rep). Slow \$5,700 on nine days.

Paramount (Evergreen)—(3,030-85-95)—"Fort Ti" (Col). Good \$8,500. Last week. "The Maze" (AA) and "Loose in London" (AA). Only fair, \$7,200.

'SANGAREE' SOLID 15G, WOMAN' 101G IN CINCY

Cincinnati, July 14.

Downtown trade is above summer par this round. "Sangaree" heads the pack with a solid response in the big Albee. Palace is bidding for a pleasing take on "South Sea Woman." "Scandal at Scourie" shapes fairish at the Capitol. Two holdovers, "White Witch Doctor" at Keith's and "Charge at Feather River" in the Grand, are maintaining winning strides.

Estimates for This Week

Estimates for This Week

Albee (RKO) (3,100; 75:\$1)—
"Sangaree" (Par). Solid \$15,000.
Last week, "Charge at Feather
River" (WB), \$20,000.
"Scandal at Scourie" (M-G) and
"Son of Belle Starr" (AA). Fairish
\$6,000. Last week, "Story of Three
Loves" (M-G) and "A Slight Case
of Larceny" (M-G), \$5,000.
Grand (RKO) (75-\$1)—"Charge
at Feather River" (WB) (mo.).
Hefty \$9,500. Last week, "Remains
to Be Seen" (M-G) and "Bright
Road" (M-G), \$6,000 at regular 5585c scale.

"White Witch Doctor" (20th) (2d
wk). Strong \$6,500 on heels of
\$9,000 preem for best session here
in some time.
Palace (RKO) (2,600: 55-85)—

\$9,000 preem for uses session and in some time.

Palace (RKO) (2,600; 55-85)—

Palace (RKO) (2,600; 50-85)—

Palace (RKO) (2,600; 50-85)—

Palace (RKO) (2,600; 50-85)—

Palace (RKO) (2,600; 51-85)—

Palace (RKO) (2,6

Feather' Bright 15G In Healthy L'ville; 'Francis' Smash 12G

Louisville, July 14.
Tremendous upbeat in biz last week's gigantic take at the Rialto with "Shane." Current stanza, with help of accelerated b.o. pace over the weekend, is also sizzling. Looks like one of the biggest films to hit town in many a day. film houses this week, sparked by

day.

Mary Anderson's 3-D entry,
"Charge At Feather River," likewise scaled at 99c-75c, is going
great guns. "Frances Covers Big
Town" at the State, also pulling
the customers. H. o. of "Farmer
Takes Wife" and "Jalopy" at the
Kentucky is strong.

Estimates for This Week

Kentucky (Switch) (1 200, 50, 75

Kentucky (Switow) (1,200; 50-75)

—"Farmer Takes Wife" (20th)
and "Jalopy" (AA) (2d wk), Good
\$4,000, after last week's solid
\$5,500.

po.jou.

Mary Anderson (People's) (1,200;
50-75)—"Charge Feather River"
(WB), Tall \$15,000 at upped scale.
Last week, "South Sea Woman"
(WB), fair \$7,000.

Last week, "South Sea Woman" (WB), fair \$7,000.

Rialto (Fourth Avenue) (3,000; 75-99)—"Shane" (Par) 12d wk).

H. o. stanza shaping wham \$26,000; after last week's tremendous \$30,000. Lots of help from visiting American Legion conventioners and cool weather.

State (Loew's) (3,000; 50-75)—"Francis Covers Big Town" (U) and "Prince of Pirates" (Col). Donald O'Connor cashing in for sock \$13,000, and mebbe more. Last week, "Girl Who Had Everything," (M-G) and "Remains to Be Seen" (M-G), fairish \$7,500.

INDPLS. PERKS; 'FORT TI STOUT 12G, 'FARMER' 11G

Indianapolis, July 14.

First-run biz, aided by coonights, is perkling along at mod erate pace in most situations here this stanza. "Fort Ti," at Loew's will lead town with nice figure "Farmer Takes Wife," at Loew's good, "South Sea Woman," a Indiana, fair.

Estimates for This Weel

Estimates for This Week
Circle (Cockrill-Dolle) (2,800, 5076)—"Farmer Takes Wife" (20th)
and "Call of Wild" (20th) (reissue).
Nice \$11,000. Last week, "White
With Doctor" (20th) and "Night
Without Stars" (RKO). Oke \$10,000

without Stars' (RKO). Oke \$10;000;
Indiana (Cockrill-Dolle) (3,200;
So-76)—"South Sea Woman" (WB) and "Murder Without Tears" (AA).
Mild \$9,500, Last week, "It Came From Outer Space" (U). Nifty \$11,500 at 70-95 scale.
Loew's (Loew's) (2,427; 65-90)—
"Fort Ti" (Col), and "All Ashore" (Col). Stout \$12,000. Last week, "Dangerous When Wet' (M-G) and "Glass Wall" (Col). Dandy \$11,000 at 50-76 scale.
Lyric (Cockrill-Dolle) (1,600; 50-6)—"Hitch—Hiker"—(RKO)—and "Safari Drums" (AA). Modest \$5.

Trim \$6,000.

'Feather' Nice 23G Tickles Slow Hub: 'Desire' Medium 16G, 'Farmer' Ditto

Key City Grosses

Estimated Total Gross
This Week \$2,456,400
(Based on 23 cities, and 204
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year \$2,100,650
(Based on 26 cities, and 206
theatres.)

'Stalag' Hot 14G, Pitt: 'Girl' \$5,000

Pittsburgh, July 14.

It's "Stalag 17" in a walk this week. Nothing else is even coming close to the film version of the stage hit at the Penn. Of course, there isn't too much competition, with all of the other first-run entries, "Girl Next Door" at Fulton. "Let's Do It Again" at Harris and "Affair With a Stranger" a Warner, getting short shrift from both press, and public. Holdover of "Charge at Feather River" not too bad at Stanley and "Tales of Hoffmann' is holding up fairly well in second stanza at Squirrel Hill.

Estimates for This Week
Fulton (Shea) (1,700; 50-85)—"Girl Next Door" (20th). Not much in sight for this lightweight musical and will hardly get to the \$5,000 mark. Last week, "Francis Covers the Big Town" (U) far below past takes for these talking mule comedies, at just \$5,000.

Harris (Harris) (2,200; 50-85)—"Let's Do It Again" (Col). Very mild notices for Jane Wyman-Ray Milland starrer and \$5,000 is about all that can be hoped for. Last week, "Powder River" (20th)

mild notices for Jane Wyman-Ray-Milland starrer and \$5.000 is about all that can be hoped for. Last week, "Powder River" (20th) slightly under \$5.500.

Penn (Loew's) (3,300; 50-85)—"Stalag 17" (Pan). Best house has had in some time. Heading for at least \$14,000. Last week, "Dangerous When Wet" (M-G) disappointing at \$12,500.

Squirrel Hill (SW) (900; 50-85)—"Tales of Hoffmann" (UA) (2d wk). Shooting for \$2,500 on h.o. after better than \$3,000 opening stanza. Stanley (SW) (3,800; 50-85)—"Charge at Feather River" (WB) (2d wk). Well-liked action 3-D'er holding up all right and should finish to around \$10,000, very good here for a second week. Last week, almost \$17,000.

Warner (SW) (2,000; 50-85)—"Affair With Stranger" (RKO). Won't do \$5,000. Last week, second of "The Maže" (AA), around \$6,500, okay.

Denver Brisk; 'Feather' Hep 25G, 'Arena' Fine 9G

Hep 25G, 'Arena' Fine 9G

Denver, July 14.

"Shane" is turning in a fine gross in its second week at the Denham, where it stays on. "Arena" is fine at the Broadway and holds. "Charge at Feather River" is strong at the Denver and Esquire.

Estimates for This Week
Aladdin (Fox) (1,400; 50-85)—
"Scandal at Scourie" (M-G). Fair \$6,000. Last week, "Francis Covers Big Town" (U) and "Homesteaders" (AA) \$4,500.

Broadway (Wolfberg) (1,200; 50-85)—"Arena" (M-G). Fine \$9,000 and holding. Last week, "Dream Wife" (M-G) (2d wk), \$7,500.

Denham (Cockrill) (1,750; 50-85)—"Shane" (Par) (2d wk), \$5,50—"Shane" (Par) (2d wk), \$7,500.

Denham (Cockrill) (1,750; 50-85)—"Charge at Feather River" (WB) and "Marksman" (AA). Fine \$21,000. Last week, "Francis Covers Big Town" (U) and "Homesteaders" (AA) \$10,000.

Esquire (Fox) (742; 50-85)—"Charge at Feather River" (WB) and "Marksman" (AA). Nice \$4,000. Last week, "Francis Covers Big Town" (U) and "Homesteaders" (AA) \$2,000.

North Drive-In (Wolfberg) (750 cas; 85)—"Let's Do It Again"

rs." (AA) \$2,000.

North Drive-In (Wolfberg) (750
Cars: 85)—"Let's Do It Again"
(Col) and "Franchise Affair" (Indie). Good \$5,500. Last week,
"Powder River" (20th) and "Stolen
Identity" (Indie) \$5,500.

"Farmer Takes a Wife" at t Paramount and Fenway is fair. "Dangerous When Wet" in seco frame at the State and Orphen is so-so but "Let's Do it Agai in second week at the Astor, poor.

poor.

Estimates for This Week

Astor (B&Q) (1,500; 60-\$1.20)—
"Let's Do it Again" (Col) (2d wk).

Sad \$4,000. First week started strong, but skidded to slow \$8.000.

Boston (RKO) (3,000; 50-90)—
"Phantom From Tangier" (UA) and "That Man From Tangier" (UA).

Not bad \$9,000. Last, week, "Sloux Uprising" (U) and "In Old California" (Rep-reissue). Better than expected at \$10,000.

Exeter (Indie) (1,300; 60-\$1)—
"Queen is Crowned" (U) (6th wk).

Down to about \$9,000 following nice \$10,500 for fifth.

Fenway (NET) (1,373; 50-90)—
"Farmer Takes Wife" (20th) and "House of Darkness" (Indie). Fair \$4,200. Last week, "The Maze" (AA) and "Son of Belle Star" (AA). Oke \$5,500 at upped prices, Memorial (RKO) (3,000; 50-90)—
"All I Desire" (U) and "Perils of the Jungle" (Lip). Medium \$16,000.

Last week, "Beast From 20,000 Fathons" (WB) and "Siren of Bagd" (Col). Snappy \$29,000 for nine

Metropolitan (NET) (4,367; 65-11.10)—"Charge at Feather River" WB) and "Loose in London" (AA), Vice \$23,000 fooms. Last week, 'Houdini" (Par) and "Murder

\$1.10)—"Charge at Feather River"
(WB) and "Loose in London" (AA).
Nice \$23,000 looms. Last week,
"Houdini" (Par) and "Murder
Without Tears" (AA), \$15,000.
Orpheum (Loew's) (3,000; 50-90)
—"Dangerous When Wet" (M-G)
and "Glass Wall" (Col) (2d wk).
Off to about \$13,500 following hep
\$19,000 for first frame.
Paramount (NET) (1,700; 50-90)
—"Farmer Takes Wife" (20th) and
"House of Darkness" (Indie), Oke
\$12,000. Last week, "The Maze"
(AA) and "Son of Belle Starr"
(AA) Good \$14,000.
State (Loew's) (3,500; 50-90)—
"Dangerous When Wet" (M-G) and
"Glass Wall" (Col) (2d wk). Fair
\$6,500 following okay \$9,300 last
week,

Houdini' Fine \$10,000 in Sluggish Port.; 'Francis'

Sluggish Port.; Francis'
Oke 7G, Devils' Thin 2½G

Portland, Ore., July 14.

Sudden and extreme heat wave plus so-so product has cut the take at first-run houses. Nothing 100ks great. "Houdini" may shape best with strong second half and sock promotion.

"Francis Covers the Town" may also do something. "Lili" moves into an eighth record breaking inning at the Guild, This looms as the last sesh for the United Artists art house will shutter for facelifting following current offering.

Estimates for This Week
Broadway (Parker) (1,890; 65-90)—"Francis Covers Town" (U) and "Column South" (U). Okay \$7,000. Last week, "It Happens Every Thursday" (U) and "The Lone Hand" (UI), \$5,300.

Guild (Parker) (400; \$1.00)—"Ulii" (M-G) (8th wk). Upped to \$2,500. Last week, \$2,300.

Liberty (Hamrick) (1,875; 65-90)—"Dream Wife" (M-G) and "Code Two" (M-G) (2d wk). Good \$6,000. Last week, \$7,900.

Mayfair (Evergreen) (1,500; 65-90)—"Shoot First" (UA). So-so \$3,000. Last week, "The Neanderthal Man" (Indie) and "That Man From Tangier" (UA). \$3,200.

Oriental (Evergreen) (2,000; 65-90)—"Houdini" (Par) and "The Girls of Pleasure Island" (Paridav-date with Paramount. Fine \$2,800. "Last week, "White Witch Doctor" (20th) and "Bandits of Corsica" (UA) (2d wk). Excellent \$5,500, Last week, also Oriental. \$2,800. Last week, "The Neanderthal Mandits of Corsica" (UA) (2d wk). Excellent \$5,500, Last week, also Oriental. \$7,600.

Paramount (Evergreen) (1,750; 65-90)—"White Witch Doctor" (20th) and "Bandits of Corsica" (UA) (2d wk). Excellent \$5,500, Last week, also Oriental. \$7,600.

Paramount (Evergreen) (3,400; 65-90)—"Houdini" (Par) and "Girls of Pleasure Island" (Par) also Oriental. Fine \$7,000. Last week, "Rom Paramount (Evergreen) (3,400; 65-90)—"Houdini" (Par) and "Girls of Pleasure Island" (Par) also Oriental. Fine \$7,000. Last week, "Fort Ti" (Col), advanced prices. \$8,800.

United Artists (Parker) (890; 65-90)—"Sea Devils" (RKO) and "Bellow the Sahars" (RKO) and "Bellow the Sahars" (RKO) and "Bellow the Sahars" (RKO) and "Bellow the Saha

"Powder River" (20th) and "Stolen of Pleasure Island" (Parl, also Oriental: Fine \$7,000. Last week, "Sea Devils" (RKO) and "Below \$8,800. Last week, "Dangerous When Wet" (M-G) and "Eyes of the Junied" (RKO) and "Below the Sahara" (RKO) and "Below" (Lip) \$13,000. Sol. Last week, "Dangerous When Paramount (Wolfberg) (2,200; Wet" (M-G) (2d wk). \$4,900 after \$5.200 opener.

Chi Biz Static But 'Feather' Plus 4 Aces-Ella Hefty \$63,000; 'Desert' Lively \$20,000, 'Moon' Sock 32G (3d)

wned" has splendid \$8,000 take he Telenews. "Shane" rides on lusty \$20,000 in sixth week at State-Lake:

Estimates for This Week
'hicago (B&K) (3,900; 98-\$1.25)
Charge at Feather River" (WB) stageshow. Excellent \$63,000.

week, "Great Sloux Uprising" (2d wk), \$43,000.

irand (RKO) (1,200; 98-\$1.25)

mia Lee" (Indie) and "Siren of dad" (Col (2d wk). Brisk \$10,
Last week, \$15,000.

Jonne (Indie) (1,000; 55-98)

ory of Three Loves" (M-G) (4th Holding at fine \$8,000. Last k, \$10,000.

Driental (Indie) (3,400; 98)

(de)" (U) (2d wk). Western con-ation should grab good \$16,000. st week, \$18,000 state-Lake (B&K) (2,700; 98-25; ... "Shane" (Par) (6th wk). uind for big \$22,000. Last week,

ind for big \$22,000. Last week, 1c.

Surf H&E Balaban) (685, 98) —

Otto Goes To Moscow''

die' (2d wk). Neat \$5,500 in

w. Last week, \$6,500.

Gleinews (Telemanagement) (600;

08) — "Queen Is Crowned" (U)

wk). Continues at brilliant

biol. Last week, \$8,000.

inited Artists (B&K) (1,700; 55
"Desert Song" (WB) and

diders of Seven Seas' (UA).

bidd garner lively \$20,000. Last

ck, 'Beast from 20,000 Fathoms'

B. and "Magnetic Monster" (UA)

wk). \$17,000.

Woods (Essaness) (1,073; 98
22 — "Moon Is Blue" (UA) (3d

Harvesting a shining \$32,000.

t week, \$38,000.

World Linking (507; 09) —"Soven

'Feather' Breezy \$18,000, 'Again' Thin 7½G; Balto

ner River" is topping the with a socko opening at the ley. Another newcomer, o it Again" at the Hipp, is Holdover list is led by "It rom Ouler Space," still its second week at the

Estimates Are Net

The parenthetic admission prices, however, as indicated, include the U.S. amusement tax.

'Arena' OK \$12,000, Philly; 'Again' 18G

'VAQUERO' 18½G TOPS

CLEVE.; 'DESIRE' 7½G

Cleveland, July 14:
ide, Vaquero" is betting out
neh sesh for the State on its

Ohio (Loew's) (1,200: 55-85)—
"Dangerous When Wet!" (M-G (m.o.), Fairly good \$7,000. Las week, "Fair Wind to Java" (Rep

Okay at \$11,700 after \$15,000 (Rep) and "Woman They Almost Lynched" (Rep). Good \$4,000 Last week. "Powder River" (20th) and "Glory Brigade" (20th), \$2,800,

Estimates for This Week

Imperial (FP) (3,373; 40-75)— Pickup on South Street (20th) (2d wk). Light \$7,500. Last week, \$12,-)00.

D. C. Spotty But 'Stalag' Wow 17G

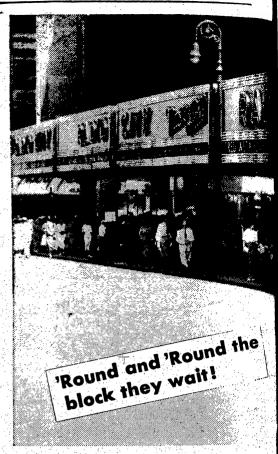
Feather' Terrif \$18,000, Buff.; 'Maze' Snappy 12G

'Beast' Big 151/2G, Toronto; Product, Weather, Shriners Up B.O. On B'way; 'Wagon' Rolling to 171G, 'Moon' \$51,500 for 2, 'Sea' \$13,500

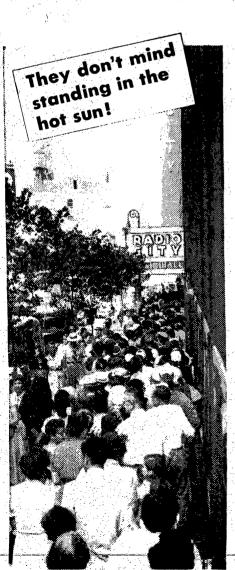
t (Reade) (430; 90-\$1.50) ht at 8:30" (Indie) (7th Fresh Pix Hypo Mpls.; enth stanza ended Sunday 'Witch' Solid \$10,000, 'Sangaree' Good 10G

(Continued on page 22)





BIGGEST





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"Highest Rating. A wonderful musical. So many extraordinary qualities one hardly knows where to begin." —WANDA HALE, Daily News

"It is the best musical of the month, the year, the decade, or for all I know, of all-time."

—ARCHER WINSTEN, N.Y. Post

"A pure delight. Here's a 'Band Wagon' you'd be a fool not to hop on."

—WILLIAM HAWKINS, World-Telegram

"A sure winner."

-FRANK QUINN, Daily Mirror

"Superior entertainment. Hop on the 'Band Wagon'. You will have a happy ride."

—NICK LAPOLE, Journal-American

"You'll find a long line around the block, but you'll be glad you waited."

—BILL LEONARD, CBS

"A wonderful musical. Don't miss it."

—TEX and JINX, NBC



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Yes, it's the BIGGEST M-G-M First 4 Days of a Musical in the history of Radio City Music Hall, topping famed "Show Boat," "An American In Paris" and "Great Caruso."

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M-G-M presents Color by Technicolor "THE BAND WAGON" starring Fred Astaire • Cyd Charisse • Oscar Levant • Nanette Fabray • Jack Buchanan with James Mitchell • Story and Screen Play by Betty Comden and Adolph Green • Songs by Howard Dietz and Arthur Schwartz • Directed by Vincente Minnelli • Produced by Arthur Freed

IT'S ROLLING YOUR WAY!

U. S. 'Blue,' 'Crucible' for Paris Legit; 'Itch' Titled 'Demeure, Pure, Chaste'

In tresent forecast of next Paris
legit season, a number of an nounced U.S. scripts looms large.
Those optioned, and undergoing translation at the moment, include Arithur Miller's "The Crucible."
George Axelrod's "The Seven Year have been showing too much a large produced legit should be a large George Axelrod's "The Seven Year Heh." intitled "Demeure, Pure Et Chaste." Eugene O'Neill's "Desire Under the Elms" (in a Jean Anouilla adaptation), F. Hugh Her-hert's "The Moon Is Blue" and Tennesce Williams' "Summer and Smole."

Smole.

Williams' regent N, Y, flop,
"Carrino Real," is also being eyed
by Paula de Beaumont, ace trans-lator, who would like to move into
production field, as a 1953-54 pos-

In addition to above American Imports, three English plays are promised: Graham Greene's "The Living Room." Peter Ustinov's "Love of Four Colonels" and Patrick Hamilton's "Rope."

Exiting season also had its quota Exting season also nates quota of U. S. productions. Irwin Shaw's "Gentle People" did nicely at 250-seater, Gaite-Montparnasse; "Heirses" rounded-out its third Paris year; ancient Gustav Kerker operetta, "Belle of New York," is set at 18 third for the balance of the

year; ancient Gustav Kerker operetta, "Belle of New York," is set at Mogador for the balance of the year, with no hot-weather vacation scheduled; Mary Roberts Rinchart-Avery Hopwood thriller, "The Bat," broke even at Grand Guignol, as did Tennessee Williams' "Rose Tattoo" at Gramont, Mel Dienell's "The Man" and S. N. Behrman's "Jane" were the only U. S. contributions that did not pay off.

Reprises set are "Crime Parfait" ("Dial 'M' For Murder") at the Ambassadeurs at the end of August, September has the top bo. hit, "L'Heure Eblouissante," ("The Dazzling Hour") back to Antoine; Julian Green's massive but interesting "Sud", ("South") back into the Athenee; the offbeat success, "En Attendant Godot," by Irish writer Samuel, Beckett, into the Bouffes-Parisiens; the comedy hit. "Zoe" of Jean Marsan to the Comedic-Wagram; Roger Ferdinand's critically panned but popular "La Troiseme Femme" back to the Fontaine; the two Ander Roussin hits, "Helene" and "Lorsque lar "La Troiseme Femme" back to the Fontaine; the two Andre Rous-sin hits, "Helene" and "Lorsque L'Entant Parait" ("When The Child Appears"), now in its third year, back to the Madeleine and Nouveautes respectively; the hit reprise of the Jean Giraudoux "Siegfried" to the Comedie Des Champs Elysees; and "Le Ciel Au Lit" ("The Four Poster"), back to the Michodiere.

Palais Royal keeps in the boule-vard tradition with another Jean De Letraz bedroom farce, "La Betise De Cambrai" ("The Idiory of Cambrai") with Chambra Betise De Cambrai" ("The Idiocy of Cambrai"), with Charpini. Renaissance is reborn in Septem-ber, with the solid hit "La Tete Dés Autres" ("The Head of Others"), which moved over from

the Afelier.

Sarah Bernhardt gets a reprise of the old Jacques Deval hit, "Tovaritch," with Elvire Popesco and Mischa Auer in the top roles, Alexandre Dumas play "Kean" with Pierre Brasseur in the tour-deforce role of a ham actor, and Marcel Pagnol's "Judas" with Serge Reggiant will round a rep season at this house,

season at this house,

"La Corde" ("Rope"), an adaptation of the Patrick Hamilton play, will hit the Renaissance lateroxt season. The Jean-Louis Barzault-Madelelene Renaud season starts at the Markiny, in October with new pieces in its rep Jean Grandoxis's "Lucréec," to be fuest played by Edwige Venillere, and Paul Claudel's "Christoph Columb."

Office projects

Brit. Imports, Red Ink

Earl of Longford, prexy of Long-ford Productions, has had success-ful provincial tour season behind him before opening current season in Dublin. Biz in sticks has been paying off, while city is cool to-wards new shows. Imports from London have taken substantial coin, leaving local producers no happier.

Par, With 'Show,' Has Boff 430G From Japan in May 10 Majors Net \$1,711,000

Paramount's Japan distribution offices report a whopping \$430,000 gross from release of its films here during May, half of it (\$206,500) coming from "The Greatest Show on Earth." Par's bonanza accounted for about 25% of the total take (\$1,711,200) by the 10 majors during the month.

As predicted last month by Par officials, their May gross marks a new monthly high for 1953.

Earnings of other companies

Earnings of other companies were: Metro, \$290,000; 20th-Fox, \$191,000; Warner Bros., \$190,000; Columbia, \$185,000; RKO, \$150,000; Universal, \$94,000; United Artists, \$91,600; Republic, \$78,000; Allied Artists, \$11,600.

Chances of Commercial British Video Fading

British Video Fading

London, July 7.

Prospects of commercial television, dimmed by the government's announcement a formight ago that the final decision would be deferred until the fall, receded further with publication of the first report of the Television Advisory Committee. This infers there are only limited waveband facilities suitable for the first stage of video expansion and only two channels are readily available.

These would impose a limitation of three or four high-power stations in heavily populated areas, which would cater for half the population. They might also accommodate a number of low-power units in remote parts of the country. In the estimation of the committee, at least three channels are necessary to make an effective start on an alternative system.

An appendix to the report shows that 88 applications have been made for transmitters for sponsored TV, and six of the applicants envisaged coverage of all the main population centres. Preference has been stated among applicants for the VIIIe band, with 30 requests for high-power stations, eight medium and ten low.

play, will hit the Renaissance late envisaged coverage of all the main next season. The Jean-Louis Barbault-Madeleiene Renaud season with a few pleces in its rep Jean Giraudoux's "Lucreee" to be guest played by Edwige Veuillere and Paul Claudel's "Christoph Columb."

Other projects are "Le Cerele De Crale" e The Chalk Circle" by Herbert Le Poirier at the Mathurins, to be followed later by a reprise of "Feu Monsieur Marey" ("The Late Mr. Marey").

Real Indian Pix Magic Madras, July 7, Magician P. C. Sorear completed a magic film in London, titled example. Rex Geneva and Metropole Lausanne. Grosses at all five theatres are equal to or better than those ed a magic film in London, titled cases have smashed house records.

Trick is that characters in flesh color, has been released simultaneous form film during run, while supporting artists remain on the server.

Tregaskis to Korea For U.S. Govt. Documentary

VARIETY

Tokyo, July 7.

Author Richard Tregaskis and cameraman Wilson Kay Norton departed from Japan for Korea, where they will make a documentary film on the war-torn pontnsula for the U.S. Government.

Tregaskis' most recent Hallawood tasks

Tregaskis' most recent roun; wood tasks have been "Force of Arms" and "Mission Oven Korea." Norton, who has worked with Louis de Rochemont on documentaries, has also done footage on the

Brit. Imports, Red Ink Dublin, July 7. Locally produced legit shows have been showing too much red ink, or have not been far enough in the black to ease off the ulcer strain for some time past. Economies have got to be made but producers can't see just where lititon-Edwards-Michael MacLiammoir Dublin Gate Productions have been huddling with business experts lately before planning details of their fall season. Cyril Cusack, with a two-play program skedded for the Gaiety and subsequent tour, has named william P. Ryan, business exectiong time associated with show biz, as manager of his outfit. Earl of Longford, prexy of Longford Productions, has had successful provincial tour, season behind 41 Weeks, Plays 86% of Capacity

London, July 7.

When the Old Vic season ended in London last week, an official check showed that during 41 weeks, with 321 performances, they had played to an average of 86% capacity. Altogether, 308,050 tickets were sold during the season. The end of the season concluded Hugh Hunts seven-year term of office with the Old Vic organization. He was the first director of the Bristol Old Vic and came to London in 1949 during the company's last season at the New Theatre.

the company s man.

New Theatre.

While the main Old Vic company
world touring with "King is currently touring with "King Henry VIII," the Waterloo Road Theatre is housing the Bristol Old Vic's production of "King Henry

Abbey Opens Stage To First Foreign Thesp In 15 Yrs.; Thorndike's Son

Dublin, July 7.
The Abbey Theatre reopened July 6, with "This Other Eden" by Louis D'Alfon, same show with which it closed two weeks ago. Productions to follow will be "Shadow of a Gunman" by Sean O'Casey, coupled with a new one-acter. "Paddy Peddler," by Michael Malloy; a revival of "Thy Dear Father" by Gerard Healy last done seven years ago, and several productions of plays by new authors as a result of an Abbey contest to uncover talent. The winners have not been announced yet.

bey contest to uncover talent. The winners have not been announced yet.

Christopher Casson, son of Dame Sybil Thorndike, is the first foreign actor to appear with the Abbey in 15 years. He is now an Irish citizen and regular member of the troupe.

The Abbey Theatre burned down last year and the company is now housed in the Queens. However plans are afoot to build a new Abbey. It is being designed by Michael Scott, designer for the Old Vic and the new British State Theatre, and French architect Soneril.

The Abbey receives a state subsidy of about \$9,000 a year, and is expected to pay the rest of its expenses with ticket sales. It has a policy of only doing plays by Irish authors or about Irish life. The producing director is Ria Mooney.

Sanders May Star in Paal-Dalrymple '3 Cases' Pic

Swedes Liven 700th Anni With Jazz (Hampton), Longhair (Dixon), Sex

Japs Gross \$33,000,000 From 300 Pix 1st 6 Mos.

Japanese film makers and distrbutors expect to earn about \$55,500,000 in 1953, an increase of about 30% over 1952. This estimate is based on figures for the first six months of this year released recently by the Federation of Motion Picture Producers.

FMPP said more than \$33,000,000 was grossed from January to June, through the screening of some 300 Japanese and foreign films."

Japanese and lotely films."

Japanese feature films shown during the half year totalled 140, while 98 imported pix were shown. The five major studios here made 114 films; indies made the other 26. Locally-made films accounted for approximately \$19,000,000; imports for the other \$14,000,000.

The U. S. sent in 72 films during the period; Britain, nine; France, eight; Germany, three; Italy, two; China, Argentina, and Austria, one each, and one joint French-Canadian production.

India Exhibs' Feverish Rush for 3-D Equipment Paced by Big 'Bwana' B.O. Madras, July 7.

After indulging in a game of wait-and-see, afraid the bandwagon might move on without them, exhibitors in principal cities here have started feverishly converting equipment to receive 3-D pictures.

Activity gained momentum in the wake of tremendous success attending release of UA release, "Bwana Devil," in Bombay and Calcutta.

Warner's "House of Wax" opened at Bombay's Eros July 3. Re-lease of picture was delayed by want of polaroid specs.

M-G-M paved the way for 3-D with quick release of oldie Audio-scopics short, coupled with "Three Dimension Murder," at Calcutta, Bombay and Madras, followed by somi-key situations all over India. Novelty is paying good dividends and helps boost collections on pictures, which otherwise would gross only normally.

162 U.S. Pix, 53% of 307 Set, for Berlin Distrib

Set, for Berlin Distrib

Berlin, July 7.

Incomplete list of film offers for the forthcoming West Germany season, 1953-54, consists of 307 titles, of which 162 or 53% are American, and 107 or 35% are German. France offered 11 films by now, Italy nine. Austria seven, England five, Sweden four, Brazil and India one film each.

Of these announced pix, 88 are in color, of which 11 are German. Some of the distribs, including Rank, Panorama, Union and Deutsche Commerz, have not submitted their lists as yet. With these, and a few smaller companies, the total offer for W. Germany's forthcoming season will comprise approximately 450 pix. Last season, 462 films (of which 216 or 46.8% were American and 108 or 23.4% new German product) were offered. uct) were offered.

uct) were offered:

The current offer of the leading Hollywood outfits consists of the following: Columbia 37 pix (including six German films), Fox 27, Metro 19, Paramount 20, RKO eight, Warners 20, Universal 27. Constantin, which handles United Artists included his product where it was a constanting the constanting the constanting which handles united artists included his product where it is a constanting the Constantin, which handles United Artists products brings six American films on the market, and Gloria, distrib for Republic pix, also six. Schorcht, which sells Selznick pix, and NF have both two U.S. pix on their list. Deutsche London, a German-English outfit, comes along with one Hollywood feature.

Pakistan Pix Drought

Madras, July 7.
Want of pix is so keen in Eastern Pakistan that theatres there have decided to close doors as of

July 17.
Closure may be avoided by last minute arrangement to import Indian films.

The conservative Swedish cap-ital celebrates its 700th birthday this summer, and several show biz changes have been made to make Stockholm appear happier

than usual.

Among these can be mentioned open-air shows in almost all the parks in Stockholm. Two night clubs keep open until 4 o'clock in the morning. Legit and vaudeville houses are keeping open also during the summer months. The film theatres have decided to keep more houses open this summer than usual during the "dead season." Phonograph industry has got a new topic for ballads and several records dealing with the celebration have given the companies moola they wouldn't get otherwise.

A film festival was arranged

moola they wouldn't get otherwise.

A film festival was arranged here first week of June. Bedind the spectacle stood Svenska Filmsamfundet (Swedish Film Assn.), which, using the Palladium arranged a week showing films which will be "officially" released later this year Against the usual rules at film festivals, the press was far from welcome here. Film distributors who hired out their films, did this under the special guarantee that the press should not see, or at least not review, them.

A Music Week was arranged under anni auspices. With the American conductor, Dean Dixon, as leader of the combined Radio and Symphony Orchestras of Stockholdm, and with Their Majesties, the King and Queen and other momens of the royal family

stockholdin, and with their slagesties, the King and Queen and other members of the royal family as visitors at some of the concerts, this was probably among the most well-organized occasions so far.

A jazz festival is among the plans. It will be arranged in middle of September, with a concert by Lionel Hampton at the Concert Hall here as the headliner.

Hall here as the headliner.

Of the more notable shows at the theatres, can be mentioned "Anything*Goes" (by Cole Porter) at the Oscar's Theatre. The Odeon Theatre gives a program with so much nudity that Paris might be jealous: The show is called "700 Sex." (Swedish word "sex" can be translated with both "six" and "sex" into English.) Among artists other than striptease acts can be mentioned German-Austriansinger Leila Negra, Marqueez and Dulak dance act, Swedish artist Lasse. Krantz (with his famous Zarah Leander imitation) and Kai Gullmar. Gullmar.

Other houses which keep open this summer are the Folkan, star-ring Max Hansen, the China with its usual international variety proits usual international variety program, the Casino with its winter and spring program (modeled after Olsen and Johnson), the Alle Theatre, the Blanche. To these can be added the usual open-air theatres such as Skansen, Tanto, Vanadis, also the amusement fields (Model, Coney Island, Grona, Lund-Tivoli, Nojesfaltet, and Skansen).

Old Vic to Do 36 Plays Of Bard With 84G Grant

London, July 7.
With an Arts Council grant of With an Arts Council grant of \$84,000 for the new season beginning next September, the Old Vic Co. has launched a five-year plan for the presentation of all 36 plays in the first. Shakespearean folio. The program will tee off Sept. 14-with "Hamlet," and following evening with "All's Well That. Ends Well." teth diversel by Michael. both directed by Michael Benthall,

Other productions scheduled for the 1953-54 season are "King John." "Twelfth Nnght," "Com-lanus" and "The Tempest," Each of the plays is scheduled for a normal five weeks' run and after-wards will be put into a repertory

old Vic for the new season will be headed by Fay Compton, Claire Bloom, Richard Burton and Michael Hordern. Total company will be limited to 36, and will include John Chandos, William Square, Laurence Hardy and Gwen Cherrell. rell.

The first folio in date order-be-gins with "Henry VI" (parts one, two and three) and ends with "Henry VIII." The subjects span the period from 1590-1613.

Brit. Unions Move To Patch Up Strike Of Extras; Production Near Normal

Action likely to "prejudice" the strike of 1,200 film extras against every British studio will be avoided, but they will advocate "moves" toward solution of the walkout, six studio unions agreed Monday (13) at a specially convened session.

Decision of the British Film Producers Assn. not to hire 200 extras who had walked out of Metro's British production, "Knights of the Round Table," was condemned by the union leaders as "provocative" union leaders as "provocative" "responsible for widening" the

month-old dispute.

Studios here are operating near normal, despite pressure caused by rearranged schedules resulting from the strike. However, early settlement is vital if the studios wish to avoid a total shutdown of all British production. The Film Artists Assn. is preparing for a mass meeting at the end of the week to secure a mandate to continue the studio walkout, with little prospects for a prior settlement. The dispute began at the Metro-

the prospects for a prior settlement:

The dispute began at the MetroBritish Studios on June 17 when
200 extras reported for work on

Knights of the Round Table" and
signed the usual chit agreeing to a
daily rate of two guineas (86). Subsequently, they refused to go on
the set unless their pay was upped
to three guineas (\$9) for wearing
chain mail armor. M-G studio toppers declined to concede the demand, insisting they were operating the British industry's agreement with the film Artists Assn.

At a later stage, M-G studios
asked the British Film Producers'
Assn. to lend their good offices in
resolving the hiatus. They put forward a formula which provided
that 34 members of the crowd nearest the camera should be paid the
higher rate. Metro volunteered to
raise this figure to 85, but it was
nixed by the union.

The dispute turned into one of The dispute began at the Metro

nixed by the union.

The dispute turned into one of major industry concern when the BFPA called a special council meeting and resolved not to give work to any of the extras who'd broken their contracts with M-G. The union called this a "lockout" broken their contracts with M-G. The union called this a "lockout" and retaliated at the end of last week by ordering their 1,200 members not to work for BFPA-operated studios. On the eve of the instruction taking effect, union leaders were offered a formula by the Ministry of Labor for ending the dispute and deciding the issue by arbitration. But the FAA executive rejected the idea and announced the formation of a sftrike council with powers to conduct subsequent negotiations.

Only one day's filming was lost the Metro picture, in which n, the Metro picture, in which obert Taylor, Ava Gardner, Mel errer and Stanley Baker are play-ig the leads.

Two other Metro pictures here, also financed with the American company's frozen sterling, are in production. One of them, "Crest of the Wave," with Gene Kelly, will be finished without difficulty according to a company spokesman. The other, "Flame and the Flesh," with Lana Turner, Pier Angeli and Carlos Thompson, with of be handicapped until about the not be handicapped until about the end of the month.

FRENCH PIX PRODUCERS EYEING JAP FILM FIELD

Paris, July 7. French producers are looking to the Japanese film market as an other source of much-needed film revenue here. Though receipts are up this year over last, the bigger-budgeted pix need foreign coin to balance their books. Unifrance Film, the state and industry subsidized org for hypoing pix abroad, is now arranging for a week of French films to be held in Tokyonext October. These rapidly expandfilms to be held in longotober. These rapidly expand-n weeks have already taken his year in Spain, Switzer-Jermany, Italy, Scandinavia, d. Portugal, North Africa.

ind, Germany, Italy, Scandinavia, isialund. Portugal, North Africa, ruguay and Mexico.

A recent reform, which created from monetary zones, the dollar, ceiling and others (which induded the franc), has simplified in importation of French pix into 12an considerable. Except 1830. England. Portugal, North Africa
Longuay and Mexico.
A recent reform, which created The second Herbert Wilcox picture under his production deal with Sorling and others (which in Republic, will be "Trouble in the cluded the franc), has simplified Glen," authored by Murice Walsh importation of French pix into and scripted by Frank Nugent the Japan considerably. France is go. "Quiet Man" team.

Again and in trying to get as big a Film starts rolling immediately lince of this lucrative new market on location in Scotland with Jaras it can.

Arg. Legit Tix Cut 25% **By Prez Peron Decree**

Buenos Aires, July 7.
Following the 30% slash in admission scales decreed for all film theatres early in May, the Argentine government has now put into force a 25% cut in legit prices, which is likely to prove a death blow to some shows which have been struggling along, playing to heavily papered houses.

Order to cut prices came direct from General Peron himself, who is anxious for the people to be assured of plenty of entertainment within their purchasing power.

assured of plenty of entertainment within their purchasing power. Some observers suggest that the president's preoccupation with entertainment this year stems from his realization that, without the colorful personality of his late wife to brighten life with constant has realized in the color of the stem of of the ste pageants, his regime might appear dull to the ordinary man on the

Directors, Exhib **Unions Aid Mex Studio Strikers**

Mexico City, July, 7.
Technical-manual workers' locals
of the Picture Production Workers
Union (STPC)—striking against 19
Mexican producers for a 40-hour
week, a 4% of overall pay donation to their savings kitty and a
paid holiday after every four
weeks of steady work—are getting
strong sympathy from other unionists.

Directors have joined

Directors have joined their strike, just as a sympathy gesture, they explain. Strike, that began July 1, is deadlocked. Five producers aren't involved, as they bowed to the striking locals. Now exhibitors here, whom the strike hadn't touched, are fretting over threat of a local one (film theatre help) of the National Cinematographic Industry Workers Union (STIC). It recently announced a friendship-solidarity pacts with STPC, that unless the strike ends pronto, strictly for the strike ends pronto, strictly for the strike ends pronto, strictly for the strikes, it will stage a series of nuisance strikes in theatres—a five-minute suspension of shows at frequent intervals.

minute suspension of sions a county quent intervals.

Labor Ministry, striving to settle the hassle, avers it won't be necessary, as reported, to ask president Adolfo Ruiz Cortines to arbitrate the row.

MEX MAKE 1ST 3-DERS. 'COURAGE' & 'REPORTER'

Mexico City, July 7.

Mexican producers have bowed with their first 3-D feature-length and documentary pix. Feature, "The Courage to Live," starring Arturo de Cordoba and Rosita Arturo de Cordoba and Rosita Quintana (wife of Serge Kogan, the local Columbia manager), was produced by the brothers Santiago and Manuel Reachi and Jacques Gelman. It's the first of 10 3-D's they plan to make.

Col will probably world-distribute it. "Courage" just got under the finish wire before the strike of technical-manual workers.

the finish wire before the finish wire before the finish wire before the finish wire before the finish wire before the finish wire before the finish wire before the finish wire for the finish wire for the finish wire for the finish wire for the finish wire before the finish wire be porter, "a news feature. A woman, Rosa Elena Cabledes, directed it. Technicians whom the National Cinématographic Workers Union (STIC) sent to the U.S. to study 3.D, participated in the film making. It was first 16mm, with a 3.Dfitted Bolex camera, but the original negative later was enlarged to 35mm.

Wilcox on Scot Pic

Ballet Concerts Starts

Ballet Concerts, U. S. longhair terp troupe, will debut at the Teatro Colon here Thursday (9). Troupe of 16, founded and directed by choreographer Igor Schwezoff will do a four-week tour of Colom-

will do a four-week tour of Colombia. Then it will continue on to other South American countries.

Manuel Ovando, of McConkey Artists Corp., N. Y., is personally managing the troupe, and will be with the company here for the first two weeks of its stay.

Widescreen Gets Down Under Hypo

Sydney, July 7.

Metro will have panoramic screens operating in all 112 houses of its own loop here before end of this month, according to plans set by Bernie Freeman, loop's chief.

Greater Union Theatres, headed by Norman B. Rydge, will introduce loop's first widescreen at Civic, Adelaide, next week, with more key houses coming into line as screens come off the production line.

Hoyt's pic loop, with Ernest Turnbull in charge, already has widescreen operating at Esquire, in Sydney Loop, allied to 20th-Fox, will have CinemaScope active in key houses here around year's end. "Robe" will probably be the first pic for the new setup.

Boxoffice reaction to widescreen
Down Under has been favorable
following specialized selling by
publicity chiefs of Metro and Hoyts
—Rod Gurr and Cliff Holt, Ted
Lane, Greater Union Theatres publicity topper, has blueprinted a
campaign for widescreen introduction here.

As with 3-D, independent exhibitors are holding off widescreen until its full b.o. worth becomes

'Camillo' 57G Top Paris Grosser: 'Wax' Nice 51G Shapes to Beat 3-D Jinx

Paris, July 14.

Top grosser here this week is French-Italian film, "Le Retour De Don Camillo." This sequel to last year's top grosser, looks like, it might well follow on the heets of its predecessor, in spite of usual falloff of followings. It has pulled in a nice \$57,000. Warners! "House of Wee!" House the beautiful part of the second warners. in a nice \$57,000. Warners' "House of Wax" looks to beat the 3-D jins set here by predecessors, "Bwana Devil" (UA) and "Man in the Dark" (Col), by racking in a nice \$51,600.

\$51,600.

J. Arthur Rank full-length Coronation pic, "A Queen Is Crowned," is also in the money here as is "Bad and the Beautifut" (M-G): Following up are "Just for You" (Par); Gallie pie "La Mome Vert De Gris," Rossellini's "Europe 51." with Ingrid Bergman, the Austro-"White Horse Inn" and the second and configuring first run of Cames "White Horse Inn" and the second and continuing first-run of Cannes prizewinner, "Le Salaire De La Peur" ("The Wages of Tear"). "Provinces are handing coin to "Detective Story" (Par), "Seguidal Sheet!" (Col), "A Quéen Is Crowned," "The Quict Man" (Rep) and "Five Fingers" (20th-Fox).

Nix Free TV Sets

Tokyó, July 7; High installation and main-tenance costs were reasons given by three winners, of 12-inch screen television sets for their refusal to accept the

for their refusal to accept the prizes which they won in a lottery held here.
Each of the three winners was a child, who had drawn the number of a grand prize after purchasing a five-cent hox of candy at a downtown department store. The parents of the children came to the store, and accepted a cash sum of \$360 in each case, rather than take the TV sets. They said they could not afford the estimated \$27 a month required for maintenance of the quired for maintenance of the sets.

Meanwhile other merchants:

weanwithe other merchants: offering TV prizes have raised the price of the lottery tickets, but include one year free service,

Latin Tour in Bogota Sports Matches Harm West End Pix; 'Wax' Wow \$9,800, 'Rouge' Solid \$2,800; 'Loves' 11G, 'Stiff' 5G, Both Mild

Nips Net 400G in 5 Mos. Via Export of 409 Pix at

BBC Maps Color TV Compatible To Present Sets

To Present Sets

London, July 7,
Introduction of an alternative TV
program is a top item on the agenda for future BBC-TV development, according to Sir Ini Jacob, director general of BBC: Also scheduled for the future are color telecasts.

Decision on an alternative channel cannot be finalized until the government has indicated its plans

Estimates for Last Week Carlton (Phys (1.128); 55-\$1,70)—
"Scared Stift" (Plany (1.128); 55-\$1,70)—
"The Story of Three days and prospects of an initial week's gross of around \$5.000
"The Story of Three Loves" (MG)
"Three Loves" (

telecasts.

Decision on an alternative chan nel cannot be finalized until the government has indicated its plans on available frequencies. But the BBC envisages an arrangement whereby it will be possible to have local regional programs as well as national transmissions. Coincident with this development is the intention to increase program time to a minimum of five hours daily. As its immediate objective. BBC-TV toppers are anxious to complete the five medium-power stations which have been planned and which would give coverage to 90% of the population. The fonsterm schedule of 18 stations would reach 95% of the populace.

Looking ahead, Sir Ian reckopthat by the time their exitum charter expires in 1962, there will be 7,000,000 TV sets in use, and the number of radio receivers will have dropped to about six million During this ten-year period.

have dropped to about six million During this ten-year period. nave dropped to about six million. During this ten-year period they hope to inaugurate color programs which could be picked to by ordinary black-and-white freelivers. Completion of their eletended services would necessitate a capital grant from the goyl.

HITS IN MOON, 'HAPPY'

London, July 14.

Jack Hylton, who in recent months has had a trio of Broadway failures "Remains to be. Seen.

"Stalag 17" and "The Shrike"s has prospects of a winner in The Moon's Blue, "which preented the Duke of York's last Tuesday (7). The F. Hugh Herbert comedy was directed by the author wood the three star-brought over forms.

Diana Lynn, Biff McGuire dos- a sterling job as the young architect.

The second new entry in the West End last week was the Limit & Duntee presentation of Verron, Sylvaine's new farcical comedy. "As Long As They're Happy," which opened at the Garrick last Wedneyday (8) with Jack Buchanan' as the star.

as the star.

The play which describes the imnact of a lachrymose warbler on a London family, will succeed mainly to restrict exhibition of Indian on its writer and star combination. films in territory to 25% of total This factor, coupled with a favorable press, indicates prospects of a 90% of territory's demand for pichealthy season.

Mainly fine weather, together with a flock of open air attractions, including the tennis championships at Wimbledon, the Henley Regatta and a test match at Lords, resulted in spotty business for first run theatres last week.

Tokyo, July 7.

Approximately \$400,000, was a five-month period of this year through the export of 409 films, according to statistics compiled recently by the Japan Motion Pictures Producers Federation. This is some \$20,000 more than was earned during the latter half of 1952 by film exports. Rise in export film price, of \$200 per features, 12 were shorts and 122 news port film price, of \$200 per features, 12 were shorts and 122 news reels; Besides the domestically produced pix, 168 foreign films were recexported to Formosa and Okinawa via Japan Brazil and the U.S. were also buyers of Japanese films.

is estimated to and \$5,000.

The only picture still doing standoul biz is Warner Bros', 3-D opius, "House of Wax," which grossed a re-onjeding \$9,800 in its eighth round and is likely to equal that figure in the night frame. The British-made, "Malfa Story" opened but dipped heavi-British-made "Malta Story" opened to a solid \$9.800, but dipped heaviify in the second frame, and is likely to reach around \$7.300,
"Moulin Rouge" is still proving a solid attraction at the Ritz with a fine \$2.800 for its seventh week there, following its long Carlton run.

Estimates for Last Week

Gaumont (CAV) (1,500; 50-\$170)

"The Source Ring" (GFD) "It
Happens Every Thursday" (GFD)
(Ist wk). Also fut by the general
downward treat, and heading for
modest \$5,000 in opening week.

downward treat and heading for modest \$5.000 in opening week.

Leicester Squage Theatre (CMA) (1.753; 50.51.70. "Estanic" (20th) "House of Blackmatl" (Monarch) (3rd wk). Dipped to \$5.100 in second frame after solid \$8.400 in opening, veeks, 13rd and, final, stanza-likely 15, vind at \$5.000 or near, "Macden, 4d of the Moinities" (20th) openingly 9.

London Payllon (UA) (1.217, 50-\$170) ... "However the Lovely" (RKO) (3rd wk), Third rought specied to cand second week feare of \$4.500 but way behind a centing gross of \$7.800, "Crub in Jone the River" (Col) tees off John 10. (CMA) (2.20); 50-\$1.700. Story "Matta Story" (CO) tees off John 10. (CMA) (2.20); 50-\$1.700. Story a third round with "Sevent frame ended at solid \$9.200 bet second week dived to fair \$7.200. Story a third round with "Sevent frame ended at solid \$9.200 bet second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$7.200. Story a third round with "Sevent Frame ended at solid \$9.200. The second week dived to fair \$9.200. The second week dived to fair \$9.200.

mice \$2.800 the Come, Stat.

Warner (NB) of 757, 50 st 70.

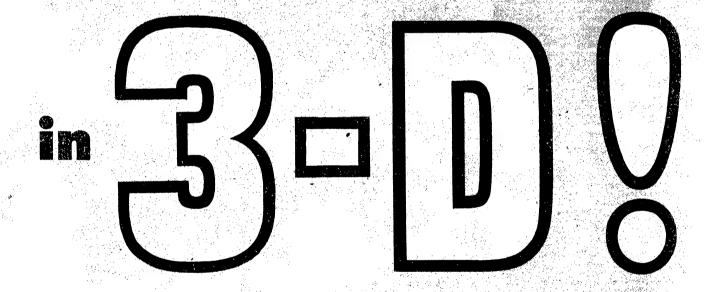
House of War. (WB) ofth acki.
Finished eight round with sork \$9.800 and shorting stems of maintaining that grows in the current week. Holds inc. 6.

Afghan Cuts Pix to 25%

Madras, July

RKO is ready now

with BIG STARS



Opening July 15 in key spots across the nation



SEE YOUR FAVORITE STARS...SO REAL... SO CLOSE...YOU FEEL YOU CAN TOUCH THEM!



Color by TECHNICOLOR

AN EDMUND GRAINGER PRODUCTION

Pirected by Produced by Screenplay by MILLARD & SYDNEY BOEHM . SAM WIESENTHAL . EDMUND GRAINGER RUDOLPH MATÉ . OSCAR MILLARD & SYDNEY BOEHM .

AVAILABLE STEREOPHONIC SOUND

Competitive Bids

lowed by the distributors. How Federal Courts don't like to re-ever it lacks the manpower to adjudicate every case.

grant name and many or a difference between the competitive bidding an itself by the distributors and that which the Supreme Courternated from the decree of the District Court. There are three prancipal variations: (a) The existing bedding is not a substitute for distribution in the decree of the prancipal variations: (a) The existing bedding is not a substitute for life and there are no longer two large integrated companies, whose theatres the indies must compete with. (b) The present Latting is not compulsory and is not all and in many situations. (c) Since it is not compulsory, the Antiferial Division "has been able to return to support requests, for Antiqual Division "has been able to reture to support requests for competitive bidding from large circuit, in competition with small exhibitors."

wiver, added Judge Barnes, Continued to emphasize that the riment has never been en-actic about competitive bidon to the public. However. department has never been en-thusiastic about competitive bid-ding and as I have stated, opposed compulsory competitive bidding in the courts."

the courts."

At "Yes and No" was the answer to a question as to whether the practice of keeping bid terms secret is conductive to healthy, competitive conductions. Barnes said some exhibitors object to the distributors disclosing their bids, because this would give valuable information to competitors, with the stronger competitors best able to take advantage of the information. The reverse view, admitted Barner, is that secrecy invites unfairness in awarding bids.

Distributors claim disclosure of bids would open the way to more treble damage suits, "based on the contention that the bids were rot.

bids would open the way to more treble damage suits. "based on the contention that the bids were rot. fairly awarded, because bids for motion pirtures cannot be easily compared." However, the Anti-trust-Division "would welcome, in order to minimize complaints based upon suspicion, a. procedure in which at least the successful bid. order to minimize complaints based upon suspicion, a proceedine in which at least the successful bid would be made known to the exhibitors concerned."

15. The Antitrust Division does.

Inhitio's concerned."

15) The Antitrust Division does not regard as appropriate or proper for it to offer a set of rules and procedures for operation of bidging to the Federal Courts, for inclusion in the decrees. However, sir would welcome such rules and help get them into the decrees, if they were worked up jointly by the distributors and exhibitors.

16) The division does not approve of a divorcement procedure which leaves the stock of the thest are company in the actual beneficial ownership of the production and distributing company." But Barnes insisted strongly that no such arrangements are included in the decrees of the Big Five.

17) Whether the pre-release practice involves the granting of clearance between theatres not in substantial competition tin violation of the decreed some of the bid graves) depends on

preactice involves the granting of clearance between theatres not in substantial competition (in violation of the decree) depends on whether there are agreements between the distributor and exhibitions licensing the pre-release runs, that the picture will not be shown for a period of time in other theatres which are not in substantial competition." Barnes said the distributors carefully refrain from such agreements, but that "we do not exclude the possibility that there may be circumstances in which an agreement to grant such a clearance could properly be implied in law."

Shall Town Problem

(B) The Antitrust Division recognizes that small communities are descriminated against in making pre-release pictures available. "However, the priority given to the larger communities when a picture is pre-released is not necessarily, an unlawful priority." Barnes said people in smaller communities are often discriminated against in other communities are often discriminated against i

often discriminated against in other economic matters, as well.

(9) The Division questioned the accuracy of restatement by an earlier witness that a higher degree of proof is required to show price fixing under the decree than under Section 1 of the Sherman Act. It said, however, that a higher divided in criminal cases than in MPAA prexy Eric, civil ones.

Most interesting comment of the proceeding came from Philip Marcus; one of the Barnes staff. He said, "There are from 17,000 to 20,000 exhibitors and over 80% are dissatisfied with conditions. This dissatisfied with conditions. This dissatisfied is due to general economic conditions, such as TV. But they can't do anything about that, so they complain to us."

Marcus disclosed that one-third of the Antitrust Division's mail deals with

Marcus disclosed that one-third dies of the Antirust Division's mail deals with motion picture com-and plaints. Also present from the cons. Antirust Division were Maurice the Silverman and Edwin Pewett, chief of the Judgments Section.

Counting Chickens

Continued from page 5

cannot afford to pass any savings

on to the public.

All this will have a definite bearing on the shape of things to come. Exhibitors will be in good position to do a refurbishing job on the nation's theatres, mainly those neglected in past for lack of money. Spotlighted these past few weeks as a definite "must" for theatres, if they are to survive, is air conditioning, yet it's no secret that many houses still are struggling with outmoded fan systems.

(2) It's a "partnership" business.

(2) It's a "partnership" business, consequently production and dis-tribution will rake in partner's share of the hoped-for taxless era

Major companies, regardless of the lax outcome, are bent on numerically lopping off upcoming pic-making skeds. This intention is not likely to be changed. But the risk on each pic naturally will be lessened if the distrib, sharing the gross with exhibs via percentage deals, ceases to have the Preasury Dept. reeling in 20% off the top." Further, with exhibs making their theatres more inviting there seems no doubt that admissions will pick up.

On another major front, the Yank film companies have been relying substantially on foreign income, which is a haphazard source because of day-to-day reverses which never are predictable.

source because of day-to-day reverses which never are predictable. The "take" from abroad amounts to 40% of the film outfits' overall revenue. Companies would like to bring the ratio back to a .75%-domestic-against-25%-foreign basis so that setbacks in foreign terrain would not be so dieserrus. This would not be so disastrous. This is seen possible with the tax repeal.

Pix Biz Target

Continued from page 5

America."

In the report accompanying its bill, the Committee showed itself unimpressed with the past record of IIA and not too confident about

flexible to take in all subjects of good taste and that, being open to interpretation, it needs no liberalization. Code critics point out that the "Moon" decision was inconsistent, in that a number of other Hollywood pix with allegedly off-color content had passed and obtained the seal.

Attitude at the MPAA is that it has expected trouble for the Code

Attitude at the MPAA is that it has expected trouble for the Code for some time, and that the "Moon" incident merely justified this anticipation. Fact that exhibs are willing to play a film without the seal is deplored, but at the same time it's pointed out that the MPAA is powerless to do anything about this. At one time, the affiliated circuits were bound by the Code pledge of their producing companies, but divorcement has changed this and the chains are Code pledge of their producing companies, but divorcement has changed this and the chains are now on their own with no obligation to anyone other than their public. Possibility of pledging the circuits to the Code has been thought about periodically, but no serious effort has been made to bring this about.

Cinerama

Continued from page 5

success of Cinerama has been simplified too much. "The size of a screen doesn't determine the thrill of an audience. It is a factor, of course, but equally important are the angles and perspectives that are achieved," he holds.

are achieved," he holds.

Cinerama inventor, who indicated he was working on other innovations and who has patents pending on various Cinerama improvements, said the law of optical physics militates against large screen processes, whether they use a single lens or wider film. "They can't get the brilliance and definition," he emphasibed, adding that increasing the light source brought with it heat problems.

The match-lines on the Cinerama

The match-lines on the Cinerama The match-lines on the Cinerama screen, which have come in for some criticism, can be almost completely eliminated, Waller promised. Referring to Spyros P. Skouras' observation that Cinema-Scope is "a poor man's Cinerama," he thought the 20th-Fox prexy "let abad cat out of the bag." "If two theatres are playing side-by-side, the one featuring Cinema-Scope and the other Cinerama, which do you think people would rather go see?" Waller asked.

He said he had no knowledge of

He said he had no knowledge of the production end of Cinerama, but that it was his impression that five of the special Cinerama cam-cras were now available.

Cut 30% Income

= Continued from page 7

we protest to foreign countries the inequity of assuming that all our gross income is net income, they gross income is not income, they are quick to remind us that, if their nation were exporting mo-tion picture film to the United States, our own government, by imposing the 30% tax on gross, would make just such an assump-

imposing the 30% tax on gross, would make just such an assumption.

"If this committee is not willing to go so far as to exempt film rentals of aliens from income tax, we then suggest that alien film producers and distributors be placed on a net income tax basis.

"For example, the revision could provide for withholding 10% of their gross film rentals from exhibition in the United States, with the right to file returns showing their acual net income, and to receive refunds if a tax on their actual net income at prevailing corporate rates should prove to be less than the amount which has been withheld."

Closed Circuit

= Continued from page 4 =

bring President Eisenhower's talk

accuracy of a statement by an earlier witness that a higher degree of proof is required to show price fixing under the decree than under Section 1 of the Sherman Act. It said, however, that a higher degree of proof is always required in criminal cases than in MPAA prexy Eric Johnston to the U.S., some statement on MPAA's position may be forth coming. Tele-Sessions allows sales peoper in the decree should be reopened for Moon' furore had weakened the modification. Judge Barnes replied (ode. "Any time you have self-that he would be refuctant to go into court for this purpose unless he had a very strong case. He said.

Film Reviews

Continued from page 6

Anatahan

Anatalian
either at home or in stateside
houses where von Sternberg name
and exploitation of theme might
be expected to draw. Sexational
aspects of story about a lone woman, marooned on a tiny isle in the
Pacific for five years, with some
thirty men leching for her, have
been played down deliberately by
von Sternberg.

been played down deliberately by von Sternberg.

Von Sternberg's "Anatahan" is not an "artistic film" nor is it a "sympathetic picture of these people," as he said it was to be. Instead it is a pretentiously "arty" piece of work, which drags despite its brief 90 minutes, and which, with a little more effort, could have been pure farce. Full of technical flaws, it is acted by a cast of relatively unknowns—including the star, a former Nichigeki Theatre chorine — who, despite their poor performances give indications that either a better understanding of the director or more proper direction might have drawn better work.

Pic has Japanese dialog with two

better work.

Pic has Japanese dialog with two narrations, one in Japanese for local consumption, other in English, read by von Sternberg for foreign audiences. At times, English narration has spots of wit, but usually sounds like Fitzpatrick travelog, interlarded with sophomoric philosophizing and juvenile poetry.

Only credits so to musical score

Only credits go to musical score, Only credits go to musical score, which uses authentic Japanese melodies and western discord to highlight dramatic points, and to clips from 1945 newsreels of repatriated Japanese soldiers being greeted by families, which are powerfully poignant.

Stars of the Ukraine (RUSSIAN—MUSICAL—COLOR)

(RUSSIAN—MUSICAL—COLOR)

Arikino release of musical in two parts.

"May Night" (Gorky Film), directed by
Alexander Rou. Screenplay by K. Isayev;
story, N. V. Gogol; camera (Magicolor),
G. Egiazarov; music, S. Pototsky, N. A.

Rimsky-Korsakov. "Ukranian Concert
Hall" (Boris Barnet), directed by Barnet,
Features Dumka State Academic Choir,
soloists; orchestra, chorus and ballet
corps of Shevchenko State Opera House;
camera (Magicolor), A. Mishurin, G. Andraning time, 139 MNS.

MAY NIGHT MAY NIGHT

Levko
Hanian
The Elder
Clerk

UKRANIAN CONCERT HALL

Lydia Ger-Asim
Romensky, UKRANIAN CONCERT HALL
Boris Gnitya, Lydia Ger-Asimchuk,
Elena Yershova, Mikhail Romensky, Lydia
Rudenko, Dimitri Gnatok, Elizabeth Chavdar, Iyan Patorzhinsky, Maria LitvinenkoVolgemooti, Mikhail Grishko, State Folk
Orch of Bandura Players, State Ukranian
Folk Choir, Zinaida Starchenko, Ukranian
State Dance Ennsemble.

(Narration in English)
"Stars of the Ukraine" is a musical in two parts, with the latter half, "Ukrainian Concept Hall," registering as the more worthwhile entry, "Concert Hall," which is just what the title implies, might lure some longhair aficionados outside of the regular Stanley Theatre, N.Y. clientele.

some longhair of the regula N.Y., clientele.

N.Y., clientele.

Running 75 minutes, "Concert" spotlights 14 different numbers. Visual highlights of the production are "The Gopak," a group of Ukrainian folk dances, performed by the Ukrainian State Dance Ensemble, and the kidnaping scene from Anatoli Svechnikov's ballet, "Marusya Boguslavka," danced by the Ballet Corps of the Shevchenko State Opera House, with Lydia Ger-Asimchuk and Elena Yershova headlining.

State Opera. House, with Lydia Ger-Asimchuk and Elena Yershova beadlining.

In the operatic vein, presentation offers an aria from Mussorgsky's "Boris Godunov." sung by Boris Gmirya; two scenes from Lysenko's opera, "Taras Bulba," with Mikhail Romensky. Lydia Rudenko and Sopera, "Taras Bulba," with Mikhail Romensky. Lydia Rudenko and Ro

Metro Books More Pix In B'way First-Runs

With five pix currently in first-With five pix currently in firstrun Broadway engagements, Metro
has booked three additional films
for opening shortly. Company's
first 3-D film, "Arena," is slated
for Loew's State, succeeding Universal's stereopic, "It Came From
Outer Space."

"Ride Vaquero," starring Robert Taylor, gets a Capitol date following the run of United Artists.
"Melba," while "Dream Wife,"
toollining Cary Grant and Deborah

Melba," while "Dream Wife," toplining Cary Grant and Deborah Kerr, will mark the first M-G pleture to play an engagement at the Rivoli.

General Freeing

= Continued from page 5 =

were in favor of holding talks in that city and that he heartly concurred.

There is an odd quirk in the British situation. For the year starting Oct. 1, '52, American distribs agreed to waive their rights to transfer dollars under the Eady Plan. By next October, approximately \$5,000,000 will have accrued to the U. S. distribs. Problem is that the Americans have used up their frozen pounds in Britain to such an extent that there isn't any money left to cover the \$5,000,000. Where the British are hinting that they'd like to do away with American participation in this arrangement, the U. S. distribs want to keep the money around for the day when they do have pounds to spare. spare.

spare.

French have indicated their desire to create some setup which would permit them to "advertise" their pix in the U.S., but they haven't had a chance to work out details, Johnston reported. He said that, in the light of the absence in specific French proposals, he had found it preferable to ask for an extension of the present deal, which expired June 30.

SW Seeks

Continued from page 5

chairmanship of the board. How-ever, he, along with Robert and Perkins, continue as members of the Cinerama board.

the Cinerama board.

Cooper's position for the moment is uncertain. It's understood that he is completing editing on "The Seven Wonders of the World," which he made for Cinerama, and plans to screen it for Stanley Warner exces at early date.

There is a possibility, too, that There is a possibility, too, that Stanley Warner may elect to pick up the options on the Mayer prop-erties by making certain required down payments. Meanwhile, how-ever, Stanley Warner exces have approached Paramount, Columbia and Warner Bros, on the feasibility of longing Cinemany with came and Warner Bros. on the reasibility of lensing Cinerama pix with cameras that would be provided for them. This is seen as a clear indication that Stanley Warner brass would prefer doling out the production chores, rather than undertake to do any lensing of their own.



20th Century-Fox's special service on this great entertainment!

DATE IT NOW FOR AUGUST AND TAKE ADVANTAGE OF THIS POWERFUL FREE ADVERTISING!

SPECIAL! Watch for news of nationwide BOY SCOUTS OF AMERICA tie-up for great exploitation in your community!

THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

No Govt. Propaganda

the Government films abroad through regular channels, with regular rentals to be charged for them. And he advocates more careful screening out of sequences in Hollywood productions that might furt this country's reputation abroad. abroad.

abroad.

While film execs take serious issue only with his proposal to utilize entertainment features to carry the Government message, there has also been considerable eyelbroy-raising over Cowdin's assertion that too many harmful pix are sent into overseas distribution.

sent into overseas distribution.
"This whole thing smacks of some more Government interference and censorship," one exec observed.
"Every studio is concerned with this problem, and so is the Production Code Administration. I don't think a single picture is sent out where a sequence, suspected of possibly causing offense abroad, is deliberately retained."

A spokeman at the Motton Pic-

is deliberately retained."
A spokesman at the Motion Picture Assn. of America affirmed that there were no plans whatever to recreate the kind of screening board for exports that existed during the war. He said that this was left strictly up to the individual companies. Cowdin indicated in his testimony that "a great deal of action is going on within the picture business itself" to correct export abuses.

metion is going on within the picture business itself" to correct export abuses.

While Cowdin told the House group that he had discussed the idea of getting the American message into Hollywood films "with two or three studio heads," exces in N. Y. were emphatic in their denunciation of any such attempt. "By making this statement before the committee, Cowdin has done us more harm than any of the good he can ever hope to accomplish if he gets his way," one said. "Once our pictures become suspect abroad, and audiences believe that we are no longer sticking strictly to entertainment, our whole effectiveness will be lost."

Questioned about adverse industry reaction, Cowdin said in N. Y. last week that he was sure he would get industry cooperation on anything he asked. He didn't think that the resignation of Robert L. Johnson, administrator, of the International Information Administration, would affect his status as head of the film branch, and added that he had discussed his program with the department. While there was no official comment from the MPAA, latter pointed to a speech of MPAA prexy Erie Johnston earlier this year in which he said; "I want to make it clear that Hollywood is not in the business of grinding out pic-

which he said: "I want to make it clear that Hollywood is not in the business of grinding out pictures neatly labeled for use as weapons in the propaganda war, That's the Communist way of doing business. Hollywood is in the entertainment business and that is president with a method of the second precisely why our films are loved and, believed by people abroad. Hawthorne.

abroad Another big plus is that American ith regith regir them, careful. force-fed on steady doses of propain Holmight unmatched authority and authen-

ticity."
Film execs say Cowdin's approach ignores these fundamental truths. All expressed a desire to cooperate with the Government, but indicated that the line would cooperate with the Government, but indicated that the line would have to be drawn where the prestige of the industry might be at stake. In his testimony Cowdin said that he was "close enough to the business" to know that a few lines could be put into a pic without hurting the value of the film. At the same time, he said, this would "help fulfill some of our missions without any cost to us."

Observers pointed out that, if a propaganda line were to be inserted, it would have to be done so subtly that no useful purpose would be served. They expressed concern, however, over how to draw the line. "It's like taxes," one opined. "They start little and before you know it they've doubled and tripled."

Majors Policy

theatres, that producers give "careful consideration to all tech-nological improvements and inven-tions such as the Nord process, Norling, Vectograph and other single projection devices.

organization devices only 2,500 theatres throughout the country which are now equipped to screen 3-D pictures. Aside from these, it was said, thousands of exhibitors are ready to make such installations as soon as 3-D selling prices are "fair and reasonable" enough to assure them of making an equitable profit out of these engagements.

Expanding upon the group's overall views, prexy Wilbur Snaper (who also heads National Allied) expressed the hope that producers will "diligently" pursue adoption of a single projector for 3-D. "It's the difference between profit and loss for the small house," he said, "for it reduces the labor problem and eliminates the difficulties of synchronization. Organization estimated there are

and eliminates the difficulties of synchronization.

Three-day meet concluded with reclection of the existing officer slate, followed by the annual banquet. Snaper, of South River, remains as prez. Lou Gold, of Newark, was named veepee; A. Louis Martin, of Paterson, treasurer; Harry Sheer, of Ridgefield Park, sorgeant-at-arms, and Irving Dollinger, of Linden, board chairman Elected as directors for another term were Henry Brown, of Lakewood; Maurice Spewak, of Carteret, and Howard Herman, of Hawthorne.

ELEPHANT SOCKO

FOR SALE!

IN 2 YEAR DETROIT RUN

LIFE SIZE MECHANICAL

ELEPHANT THAT ACTUALLY

WALKS-CARRIES 10 PEOPLE

SCHINE ASKING MORE TIME ON DIVESTITURE

Buffalo, July 14.
A motion by Schine Chain Theatres, Inc. to extend the time within which that corporation must dispose of 23 theatres pursuant to the decree of U. S. District Court for the Western District of New York dated June 24, 1949, will be made here July 20. At that time, Schine was ordered to dispose of 39 theatres within three years, but later obtained an extension after disposing of 14.

Federal Judge John Knight will hear the motion, which will also involve a request to modify the terms of the decree directing disposition of theatres, because of the present depressed condition of the motion picture industry.

lke vs. Reed

Continued from page 3 =

man—they like the old guy—voted 21-3 to report out the Mason bill. The only amendment added was one to exempt non-profit motion picture theatres from the tax. An earlier idea had been to add a lot of amendments, exempting many commodities from retail excises. However, there is considerable question about whether the bill can or will get through the Senate before Congress recesses for this year. But, even if it should not, the measure will be in good position for early action in 1954.

On the other hand, it is pointed

the measure will be in good position for early action in 1954.

On the other hand, it is pointed out that the President is almost certain to veto any tax repealer at this time. The Administration is working on an overall revision of the tax structure which it will offer early in 1954. This is expected to include a reduction—but not elimination—of the admissions tax.

Bill went before the House Rules Committee yesterday (Mon.) It was this committee which badly roughed up Reed in the fight over excess profits and sent the Administration measure to the floor. Like the Ways & Means Committee, the Rules Committee was anxious to appease Reed. So, without delay, it gave the Mason bill a greenlight. It ordered one hour of debate and a closed or "gag" rule. The latter prevents the bill from being amended on the House floor.

Bill will be taken up this week and is virtually assured of passage in the House.

Grainger, Boasberg, Levy To Boston Sales Parley

To Boston Sales Partey
All RKO branch and district
managers in the eastern division
will convene at the homeoffice next.
Tuesday (21) for a one-day sales
huddle on upcoming releases.
James R. Grainger, president;
Charles Boasberg, general sales
manager, and Nat Levy, eastern
division chief, hop to Boston tomorrow (Thurs.) for sales parleys
with the distrib's New England
reps.

20th Underwrites

= Continued from page 3 = proper diffusion of light over the

rge surface. Attitude of 20th re acceptability Attitude of 20th re acceptability of screens is giving exhibs a headache. Equipment houses report that theatre ops yen to buy cheaper screens, but are swayed to go to the higher-bracketed 20th product for fear the distrib may find their installation inadequate and refuse to book CinemaScope films into their houses.

Price of the 20th Miracle Mirror screen is still '33 per square foot, whereas ordinary high-intensity screens sell for \$1.40 a square foot. In addition, new screen frame costs, anywhere from \$250 for the wooden variety to \$500 and up for the metal type.

type. Production of stereo sound equip-Production of stereo sound equipment has slowed down, with manufacturers retooling for 20th's units designed for four magnetic tracks on the same strip of film with the visual image. Lichtman said 20th was underwriting the orders to speed production to satisfactory levels by September.

Manufacturers will then credit 20th as exhib orders come in. To get Bausch & Lomb to retool for CinemaScope lens production, 20th invested \$650,000.

New Ozoner

Continued from page 5;

lems of their own. That is why, it lems of their own. That is why, it notes, it has sponsored special ozoners meetings and has set aside time at each convention for confabs devoted exclusively to drive-ins. In addition, it stresses that National Allied has sponsored national drive-in conventions—the next one being in Cincinnati Feb. 2-4, 1954—and will have special drive-in sessions at the Boston convention in October, 1953.

Exhib org feels that the bulk of theatre problems are the same for all situations—taxation, restrictive legislation, film prices, unfair trade practices, the new 3-D and widescreen innovations.

Allied outfit's fear is obviously

Allied outfit's fear is obviously based on the fact that it may lose some dues-paying members who may wish to shift to the new org. New drive-in outfit originated in Texas under the leadership of Claude Ezell and is currently on a membership and fund-raising drive. Allied unit warns its members: "Before the drive-in exhibitor decides where to make his contribution he should ask himself a question. When he has any problem ranging from legislation to taxes through film practices to public relations programs which require cooperative effort of all exhibitors working together through organization—does he want a faraway mail Allied outfit's fear is obviously tion—does he want a faraway mail address or headquarters on film

Nobody Gay

Continued from page 3 =

much of the sales job that should be RKO's responsibility.

be RKO's responsibility.

On the Disney side, suggesting a possible rift is the plan of the cartoon-maker's sales organization to sell a program package, comprising a feature and shorts, on its own. Idea is to peddle the program to art houses at least initially, with RKO to have no part of the licensing.

Disney's announced intention to swing into CinemaScope produc-

Disney's announced intention to swing into CinemaScope production also has had the rumors flying about a split with RKO. One thing seemed certain. If Disney or Goldwyn do decide on a break with RKO, no other distrib would offer the same money split.

3-D Export

Continued from page 7 ==

places, distribs' costs are up. Contributing factors are added shipping expenses, duties and the special large reels which have to be sent from the U.S. There have been instances, too, where customs have insisted on duty payments on the magnetic soundtrack, which comes separately.

Keeping the foreign censors happy is just one of the distribs' problems. They don't want to submit films in 2-D and to show them later in 3-D at the risk of having the scissor wielders go to town on

later in 3-D at the risk of having the scissor wielders go to town on them again. So even without cov-ering dollar exchange, the compa-nies are equipping their own screening rooms abroad to show

Screening rooms about to show steree pix.

Dollar shortage is seen also affecting 20th-Fox in rushing CinemaScope installations abroad.

Example was a Brazilian exhib who visited N. Y. recently and ordered visited N. Y. recently and ordered CinemaScope equipment. He said he was impressed but not sure whether he could get the neces-sary import license from his gov-ernment,

450G Price Tag

Continued from page 3

handling of the properties before. Fabian, in announcing the Cinerama acquisition last week, stated that SW had acquired the Mayer options as part of the deal and that it, was planned to lens five Cinerama pix in as many months.

Mayer's Future Plans Hollywood, July 14

Hollywood, July 14.

Impending departure of Louis B.
Mayer from Cinerama has caused,
widespread discussion about his
future production plans. That he
has such plans is indicated by the
claim that none of the Mayer film
properties is involved in the
Cinerama-Stanley Warner merger.
Spokesman for Mayer, who is
currently in San Francisco, put it
this way: "It will be up to Stanley
Warner to find and develop
Cinerama's own properties for pro-

Cinerama's own properties for pro-duction."

Understood Mayer is vacating his offices in the local Cinerama branch and is ready to pull out as a company executive, although he may retain his stock for the nonce as an investment. The SW deal provides that Cinerama stockholders are entitled to royalties on all revenues. Preparations are under way to close the Cinerama office here and to center its activities in N.Y. Understood Mayer is vacating his

Associated Brit.

Continued from page 4 :

production, which received a subsidy from the Eady pool. Money for this fund was collected on the basis of a contribution from each ticket sold at the boxoffice. As boxoffice sales declined, the revenue of the Eady fund went down, and this, in addition to new technical development, aposited fur-

and this, in addition to new technical development, provided further hazards for British studios. His own corporation, he said, had last year paid \$1,520,000 into the Eady fund, which was vastly in excess of the amount they had valved healt for the British his in excess of the amount they had received back for the British pix made at their Elstree Studios. "In fact," he added, "the total contribution was more than double the receipts."

The production situation, he opined, was made more acute by the Mallimed.

The production situation, he opined, was made more acute by the Hollywood switch to new lensing techniques, As British studios were forced to maintain a wait-and-see policy, the initiative was swinging over almost 100° c to Hollywood, although in the exhibition field, they were participating in the various new processes. In his report the ABPC prez included a strong appeal to the government to abandon its policy on commercial TV.

UA's Added Coin

Detroit, Michigan, July 14. After playing to capacity crowds in Michigan for the past two years for Cunning ham's Drug Stores, JUMBO, the life-sized, motorized elephant that walks like a real pachyderm and carries ten people, is for sale. Here is a real once in a blue moon scoop for an 'Amusement Park Carnival, Fair, Circus, Drive-In or Theatre Chain. Cash in on a million dollars worth of publicity and draw mammoth crowds. Made in England. The only one of its kind in America. Easy to operate. For price and particulars, write, wire or phone today? CUNNINGHAM S DRUG STORES Twelfth Street, Detroit 16, Michigan Detroit, Michigan, July 14. In motors use mechanical couplers, which are available. Distribs in a number of countries have run head-on into the two posts for officials who refuse to recognize 3-Dix for what they are and therefore insist on levying a duty on a per foot basis. Important precedent was set in Australia recently, when customs officials there ruled—that—importers—had to—pay duty on only one print in 3-D fluss, india, on the other hand, doesn't see it that way. In practically all

BANNERS BRIGHT AND WAR-SHIELDS GLINTING, CAME THE REBEL DRAGOONS OF THE SCARLET CRUSADE!



ERROL FLYNN

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IONAL DIALOQUE BY HAROLD MEDFORD DIRECTED BY WILLIAM KEIGHLE

PAGE FOR PAGE, PASSION FOR PASSION TUMULT UPON TUMULT... THE MIGHTY NOVEL OF

CHIVALRY-AGAINST-TYRANNY IN THE AGE OF PAGEANTRY AND PLUNDER

WARNER BROS. ALSO MAKE IT AVAILABLE FOR WIDE OR GIANT SCREENS!

Clips From Film Row

Jack Dempsey to speak at De Vry Corp., anount sales convention on Aug. 2.
Attorney Richard Orlikoff and spouse leaving for two-month vacation in Europe.
Similared Arginore and Savoy Theoremserial properties.
Corp. Total pupichased midwest tranchise for Helbrose Carbon.

weller E. Heller installment banking firm which has financed a number of Hollywood films named Lawrence A Petersen, vice-pic-ident-treasurer, Sidney C. Lete. Peter E. Heller and Howard M. Baltimore, assistant veepers, and Robert Greenberg, assistant

Robert Greenberg, assistant retain: Firm may support film-ial "New Faces."

secretary. Firm may sur-ing at "New Faces."

John Manley, previously of legit theatra: brought in as resident manager of "Cinerama" along with five legit ticket sellers; George Rockford, John Oelers, Clayton Maranville, David McCarthy and Donald Calmeyn.

PHILADELPHIA

Several theatres here, including the Boyd, inspected by Cinerama engineers. In connection, with agreement, reached, last week by Cinerama, and Stanley, Warner Corporation.

Checimna and Stanley Warner Corporation. Motion Picture Associates held testimonial dinner in honor of John Turner Stanley Kositsky, Mort Magill, Ben Felcher, and Ben

Mort Magill, Ben Felcher, and Ben Backe.
Joyce Selznick, Stanley Kramer rep. in to push "The 5,000 Fingers of Dr. T."
Jack Engel, Screen Guild, returned from Chicago, where he closed a franchise with Filmakers Releasing Organization to handle area distribution for five productions to be made by Ida Lupino-Collier Young group.
Jaura Lee, the Bulletin's film critic, will take year's leave of absence from the paper and tour Europe, with her husband, Clayton Whitehill, local artist.

PITTSBURGH

PITTSBURGH

Lee Hospital in Johnstown purchased adjacent Majestic Theatre from Stanley Warner interests for future expansion program. Majestic is on Johnstown's landmarks, having been built in 1907. Variety Club has more than \$100.000 raised so far for \$750.000 wing it will build for Roselia Foundling Home and Maternity Hospital. Tent No. 1 Intends to stage an all-out public campaign in the fall for this charity.

Wally Anderson and his family heading for Florida, having leased all of the Anderson theatres except the Palace at Mount Jewess to Phil Fleischer of Tonawanda. N.Y. Houses now being booked by the Gross agency of Buffalo, N.Y. Franco Biamonte now operating the Miami Theatre at Springdale with a single week-end change of program. Mars, Pa., Theatre, afterlong shut-down, reopened for Fridays and Saturdays only.

Jack Kiefer manager of Enright, big Stanley Warner nabe which

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just shuttered, to Jamestown, N.Y., is vacation relief boss of chain's Winter Garden, From there he'll go to Olean for a similar hitch before taking off for Florida on his own annual two weeks.

B. N. (Bud) Rosenberg, local exhib and son of late M. A. Rosenberg, one-time national president of Allied, elected commander of American Legion Post 589.

Stanley Warner circuit closed the Regal in Wilkinsburg, leaving only the Rowland Theatre in operation in that community.

the Rowland Theatre in operation in that community.
Orpheum, a Franklin, Pa., house in operation for more than 30 years, suspended. City's lone theatre is the Kayton. Last month, the Franklin Opera House, built in 18F6, was razed.
Penn Theatre in Ambridge is being remodeled into a ballroom by Bruno and Mario Carrera.

LOS ANGELES

Abner Greshler closed deal to screen his British import, "Hun-dred Hour Hunt," at four of Sam-uel Talbot's Lyceum houses in

dred Hour Hunt," at four of Samuel Talbot's Lyceum houses in
Missouri.

Walter L. Titus, southern district
sales manager for Republic, in
town for huddles with prexy Herbert J. Yates on product and sales
policies.

Cresson E. Smith appointed general sales manager of Louis de
Rochemont Associates and will
handle distribution of the company's "Martin Luther."

Collier Young closed deal with
Leo Burnett Co. to handle ad campaign on "The Bigamist," which
will be released through Filmakers'
own distribution company.

Helen Ainsworth organizationtook over national release of "The
Hidden Face," indie production by
Edward D. Wood, Jr.

DALLAS

Hierbeit and Karl Durst purchased the Palace Theatre at Fredericsburg, from Walter Knoche. The Durst brothers own and operate the 87 Drive-In Theatre there. Roy L. Hall named manager of the Oaklawn Drive-In Theatre at Waco, succeeding Jerry Cobb.

New 600-car Cherokee Drive-In Theatre at Waco, succeeding Jerry Cobb.

New 600-car Cherokee Drive-In Theatre unveiled at Longview, by W. B. Goates.

Interstate Circuit opened its new 1450-seat Plaza Theatre at Vernon. Premiere had Warner's 3-D plc, "Charge at Feather River," with Helen Wescott, Ron Hagerthy and Jim Brown of the cast present which started a series of Texas dates, for the plc and the players. Oscar May's new 650-car ozoner, The Meadowbrook Drive-In, opened at Ft, Worth.

Ida Lee Harrison, formerly an inspector at Metro's exchange, upped to a post in the contract department replacing Anna Hart, resigned.

Harry Gaines new manager of the Majestic Theatre, Abilene, succeeding Ralph Fry who resigned to join KWKC in that city.

Bill Jenson purchased the Rhea Theatre in Denver City, Reese Wilkerson will manage.

Gerald Rains, formerly manager of the Austin Theatre in Austin, shifted to the Varsity in that city replacing Dick Walte. Bill Booth assumes Rains' old berth at the Austin.

KANSAS CITY

KANSAS CITY

Mike Cullen, divisional manager for the Loew circuit, sitting in as manager of the Midland Theatre, following the recent death of manager Howard Burkhardt.

New 50 Highway Drive-In Ambitheatre opened by George Baker Enterprises on site southwest of the metropolitan area on the Kansas side. It's a 1,000-car layout under management of Eddie Callinagh.

New house manager at Tower Thoules its ball of the care of t

linach.

New house manager at Tower Theatre is Jack Steele, from Wakeeny, Kans., working under Barney Joffee, manager. Steele is son of Tom Steele, longtime Fox Midwest, manager at Pittsburg, Kans. He replaces Bob Collier, resigned.

Kans. He replaces Bob Collier, resigned.
Charles Van Horn, house manager of RKO Missouri Theatre, off for two weeks and jaunt to Coast.

VARIETY

manager, stopped over enroute to Canada for fishing vacation.

20th-Fox exploiteers Terry Turner and Don Thompson in from New York to map campaign for "Mr. Scoutmaster," due at Radio City here late next month. Andrea Milot of radio and TV, who turned down U-I acting contract, here on nation-wide tour heating dum for U-I's "All I Deating dum for U-I's "All I Deating dum for U-I's." All I Deating dum for U-I's."

tract, here on nation-wide tour beating drum for U-I's "All I De-

beating drum for U-I's "All I Desire."

Campus, indie nabe art house, offering "Limelight" for its first subsequent run showing here, upped admission from 60 to 85c and reports excellent business.

On competitive bids, Paramount sold "Scared Stiff" away from United Paramount Theatres' top nabe house, the Uptown, to the St. Louis Park for the Martin & Lewis picture's first subsequent run in this area.

Ted Mann, circuit owner, to Washington and New York on husiness jaunt.

ST. LOUIS

Lemay and Southway, units of the Fred Wehrenberg Circuit in St. Louis, shuttered for the summer.

John Vestal purchased an ozoner near Hoopeston, Ill., from Jack Butler, Danville, Ill. Vestal for-merly operated a drive-in near Paris, Ill.

Paris, III.

Howard L. Henderson named manager of the new ozoner opened near Anna, III., by Rodgers Theatres, Cairo, III.

New 300-car ozoner between Newton and Oblong, III., skedded for an Aug. I lighting.

Kelluns, McNelly & Woods, Louisville, III., lighted their new ozoner near Farina, III.

Construction being rushed on

ozoner near Farina, Ill,
Construction being rushed on
new drive-in near Marion, Ky., for
owners B. G. Moore and Dr. J. J.
Rosenthal.
Chamber of Commerce of Fairbury, Ill., has started popular subscription campaign for funds for a
new modern film theatre there.
Ed Fellis, resident manager in
Hillsboro, Ill., for Frisina Amusement Co., in Barnes hospice, St.
Louis.

Louis.

George Pliakos, owner of the Regal, undergoing checkup at the Jewish Hospital, St. Louis.

Columbia Set

Continued from page 7 =

emaScope production for at least four weeks. Only Columbia pic-ture now shooting is "The Caine Mutiny," and this film still has about three weeks to go. Production head Jerry Wald is

rroduction nead serry want is meanwhile prepping several prop-erties to start as soon as produc-tion resumes, and several writers were signed last week to work on upcoming films.

Sonya Levien and William Lud-

upcoming nims.
Sonya Levien and William Ludwig were borrowed from Metro to do the musical adaptation of "My Sister Eileen," to be produced by Fred Kohlmar; Sid Beohm has been borrowed from Paramount to screenplay "The Gilded Rooster," on Lou Rachmil's slate, who also set Joe Eisinger to write "Rough Company," based on an original by Alfred Hayes. Mel Brooks, from the NBC-TV "Show of Shows" writing corps, has been signed by Columbia to screenplay "The Pleasure Is All Mine," Jonie Taps production, to star Rifa Hayworth, based on Somerset Maugham's "Too Many Husbands." Val Scott has been set to write "Clowns and Baggy Pants," also on Taps' agenda.

Briefs From Lots

Continued from page 7 =

Audie Murphy and Susan Cabot Clarence Greene and Russell Rouse signed Evelyn Scott for their indie production, "Free and Easy." . Jack Cole will do choreography for two Marilyn Monroe song numbers, "I'm Gonna File My Claim" and "One Silver Dollar," in "River of No Return," at 20th Fox . Nicholas Ray will function as associate producer-director on the Joan Crawford starrer, "Johnny Guitar," at Republic. public.

Jack Voglin ankeld Young &

Charles Van Horn, house manager of RKO Missouri Theatre off for two weeks and jaunt to Coast, MINNEAPOLIS

MINNEAPOLIS

Charlie Weiner, formerly with United Artists and Selznick, named I.F.E. representative for Minnesotia, the Dakotas, Iowa and Nebraska, succeeding Joe Wolf, resigned.

St. Louis Park, Indie suburban house, will be fifth Twin Cities!

Subsequent run theatre to have and Class "B" rating by the Legion of Decency, because of suicide sympathetically treated.

Picture Grosses

DENVER

(Continued from page 10) Continued from page 10)
50-85)—"Let's Do It Again" (Col)
and "Franchise Affair" (Indie).
Good \$12,000. Last week, "Powder River" (20th) and "Stolen
Identity" (Indie) \$11,000.
Tabor (Fox) (1.967: 50-85)—

Tabor (Fox) (1.967; 50-85)—
"Gun Beit" (UA) and "Neanderthal Man" (UA). Good \$6,500. Last
week, "Hannah Lee" (Indie) and
"When Johnny Comes Marching
Home" (Realart) \$8,000.

nome (neatar) \$5,000.

Valley Drive-In (Wolfberg) (1,000-cars; 85)—"Let's Do It Again"
(Col) and "Franchise Affair" (Indie) Good \$7,500 Last week,
"Powder River" (20th) and "Stolen
Identity" (Indie) \$6,000.

Webber (Fox) (750, 50-85)— "Gun Belt" (UA) and "Neander-thal Man" (UA). Good \$3,500. Last week, "Hannah Lee" (Indie) and "When Johnny Comes Marching Home" (Realart) \$3,500.

PROV. DULLISH BUT FEATHER' LOFTY 18G

Providence, July 14.
The 3-D novelty is still the craze hereabouts with Majestic doing only biz in town with "Charge At Feather River." Other stands are in the usual summer doldrums.
Loew's has "Dream Wife," Strand
has "Shane" and RKO Albee has
Francis Covers the Big Town."
Estimates for This Week

Estimates for This Week,
Albee (RKO) (2,200; 44-65)—
"Francis Covers Big Town" (U)
and "Along Came Jones" (U) (reissue), Fairish \$7.000. Last week,
"Beast from 20,000 Fathoms" (WB),
and "Blades of Musketeers" (Indie), Solid \$12,000.

que). Solid \$12,000.

Majestic (Fay) (2,200; 74-\$1.00)—
Charge At Feather River" (WB).
3-D novelty still hot with expected
\$18,000. Last week, "South Sea
Woman" (WB) and "Bowery Boys
Loose In London" (AA). Nice \$8,000.

State (Loew) (3.200; 44-65)—
'Dream Wife'' (M-G) and "My
Heart Goes Crazy" (M-G), So-so
88-500, Last week, "Dangerous
When Wet" (M-G) and "Fast Company" (M-G), good \$11,000.

Strand (Silverman) (2,200; 60-85)

"Shane" (Par). Opened Monday
(13). Last week, "Let's Do. It
Again" (Par) and "Mission Over
Korea" (RKQ). Good \$6,500.

MINNEAPOLIS

(Continued from page 11) South Street' (20th) (4th wk), lively \$3,400.

Lyric (Par) (1.000: 65-85)-Wants Mink" (Rep) and "Ride the Man Down" (Rep). Modest. \$4,500. Last week, "Cry of Hunted" (M-G) and "Code Two" (M-G), tepid \$3,800 \$3.800.

Radio City (Par) (4.000; 65-85)—
"White Witch Doctor" (20th). Solid
\$10,000. Last week, "Dangerous
When Wet" (M-G), neat \$9,000.

RKO-Orpheum (RKO) (2,800) 65-85)—"All I Desire" (U). Mild \$6,000. Last week, "South Sea Woman" (WB), healthy \$7,500.

RKO-Pan (RKO) (1.600; 65-85)—
"South Sea Woman" (WB) m.o.).
Moved here after brisk initial Orpheum session. Moderate \$4.000.
Last week "Beast From 20,000 oheum session. Moderate \$4,000. Last week, "Beast From 20,000 Fathoms" (WB) (2d wk), satisfac-tory \$4,500.

State (Par) (2.300; 80-\$1)—"Sangaree" (Par). Good \$10,000. Last week, "The Maze" (AA), good \$9,000.

World (Mann) (400; 55-\$1.20)—
"Justice Is Done" (Indie), Bouquets
from critics and customers, but
slim \$2.000. Last week, "Story of
Three Loves" (M-G) (3d wk), lively
\$2,800 in six days.

BUFFALO

Gontinued from page 11)

"Houdini" Par) and "Blades of Musketeers" (Indie). Over \$12,000.

Center (Par) (2,100; 40-70)—
"Beast From 20,000 Fathoms" (WB) (2d wk). Fair \$6,000. Last week, good \$10,000.

Lafayette (Basil) (3,000; 40-70)—
"Spaceways" (Lip) and "Johnny Giant-Killer" (Lip). Topping good \$10,000. Last week, "Ambush at Tomahawk Gap" (Col) and "Siren of Bagdad" (Col), Poor \$6,000.

Century (20th Cent.) (3,000; 40-

of Bagdad" (Col), Poor \$6,000.

Century (20th Cent.) (3,000; 4070)—"The Maze" (AA) and "Loose
in London" (AA). Snappy \$12000. Last week, "Powder River"
(20th) and "Tarzan & She-Devil"
(RKO), under \$7,000.

'Wet' Slick 18G, St. Loo: 'Feather' Fine \$15,000

St. Louis, July 14, New product and a short break

over the weekend in the stretch of torrid temperature hypoed biz at main stem theatres. "Danger-ous When Wet" is off to a swell start at Loew's for the best trade

"Charge At Feather River is fine at the Fox. "Scared Sufficies lusty as a moveover at the Ambassador after a terrific take for the first frame at the huge Fox.

Estimates for This Week

Estimates for This Week
Ambassador (F&M) (3,000; 6075)—"Scared Stiff!" (Par) and
"Francis Covers Big Town V.
Solid \$15,500. Last week, "Desert
Song" (WB) and "Take Me-to
Town" (U) (2d wk). Fine \$15,000.

Fox (F&M) (5,000, 90)—"Charge
At Feather River!" (WB). Good
\$15,000. Last week, "Scared Stiff'
(Par) and "Cow Country" (AA).

ock \$24,000.

Sock \$24,000.

Loew's (Loew) (3,172; 60-75) —
"Dangerous When Wet" (M-G)
and "Glass Wall" (Col). Swell
\$18,000. Last week, "Man in the:
Dark" (Col) and "The 49th Man"
(Col). Neat \$17,000.

Pageant (St. L. Amus.) 1.000; 90)—"The Juggler" (Col). Okay \$5,000. Last week, "Man on Tight Rope" (20th) (4th wk). \$3,000.

Rope" (20th) (4th wk). \$3,000.

St. Louis (St. L. Amus.) (4,000.
60-75)—"Tall Texan" (Lip) and
"I'll Get You" (Indie). Good: \$11,000. Last week, "Great Sloux Uprising" (U) and "Law and Order"
(U.). Fair \$10,000,
Shady Oak (St. L. Amus.) (800,00)—"Queen Is Crowned" (U.).
Comfortable \$3,500. Last week, "Last Holiday" (AA) (2d wk). Soso \$3,000.

BALTIMORE

"Snow White" (RKO) (reissue).
Mild \$3,600. Last week, "Tonight At 8:30" (Indie) (2d wk), \$3,000.
Mayfair (Hicks) (980; 20-70) —
"City That Never Sleeps" (Rep., "Tony Express" (Par) (2d wk), \$4,200.
New (Mechanic) (1,800; 35-70) —

New (Mechanic) (1,800; 35-70) — "White Witch Doctor" (20th) (2d wk). Moderate \$7,000 after \$9.200 for the first.

r tne first.

Playhouse (Schwaber) (420; 50
"Queen Is Crowned" (U) (5th
k). Easing off to \$4,600 after
,000 for the fourth. \$5,000 for the fourth.

Stanley (WB) (3,280; 50-\$1.25)—
"Charge At Feather River" (WB).
Socko \$18,000. Last week, "South
Sea Woman" (WB), \$10,300.

Town (Rappaport) (1,800; 50-\$1.25) — "It Came From Outer Space" (U) (2d wk). Still solid at \$14,400 after \$17,000 for opening

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NBC'S 'AM IS RADIO, TV IS VIDEO'

On a Note of Triumph

When, early this year, in its annual Showmanagement citations. VARIETY singled out the CBS top management team of William S. Paley-Frank Stanton as recipients of the "Phi Beta Kappa VARIETY" award, it was predicated on the network's initiative and foresight in divorcing its AM and TV operations to avoid any sales-programming-administrative conflicts and to help perpetuate radio's bigness in the face of TV's inroads.

Revelation that NBC is now ready to embrace a similar split operational technique (though not to the extreme that it will involve two separate companies, as in the case of CBS) further lends credence to the Showmanagement Award testimonial that "the divorcing of radio from television is gaining increasing industry respect" in furthering both the AM and TV causes.

Station Clearance Problem Easing For ABC-TV's New Fall Lineup

Key factor in ABC-TV's drive-for a topranking place among the networks will be a greatly im-proved station clearance setup for its new properties in the fall. Above and apart from the fact that single-station markets will prob-ably clear time for the web's new sponsored properties stands the fact that the network, from a bot-tom-rung clearance position, is gradually moving into a solid af-filiates setup.

Web last week, for example, not

to it.

Web also closed deal this week with KUTV, newly authorized VIFEr in Salt Lake City, for a basic affiliation. Station expects to go on the air in October. This, tied to the K.C. pact and the basic affiliation set two weeks ago with WTCN-TV and WMIN-TV, the share-time outlet in Minneapolis-St. Paul makes the third major market in which web has secured guaranteed coverage in the past month.

New pacts are a part of a series of affiliations that has brought ABC-TV from a position a year ago of having two out of three of its 63 affiliates in single-station markets to the point where, in the fall, it expects to have over two-thirds of its stations in multi-station markets.

Generally speaking, clearance problem has eased for all networks. Before lifting of the freeze, only 60 of the top 200 markets had video, on 106 stations. By the fall, however, it's ex-

ABC 'President' Fails As Co-op

ABC Radio is cancelling "Mr. President," the Edward Arnold starrer, after more than five years on the air because web's affiliates have made so few local sales on the co-op half-hour that the network is actually losing money on the airer, which costs only \$1,800 a week to produce.

Web's co-op department, facing a situation in which the local stations, like the networks, find themselves unable to sell evening half-hour packages, is mulling a change in techniques. One project currently under consideration is a quarter-hour "Lum & Abner" strip which the local outlets would sell. Web feels that stations must be given more flexible properties to peddle, that a strip is one answer to the problem. News strip co-ops sell readily, but "Lum & Abner" would be the first entertainment strip web is giving to the stations. "Mr. President," which goes off President," the Edward Arnold starrer, after more than five years on the air because web's affiliates have made so few local sales on the co-op half-hour that the network is actually losing money on the airer, which costs only \$1,800 a week to produce.

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"Mr. President," which goes off after the Oct. 7 broadcast, is the second—top—co-op—property—to—be axed by the web in the past few weeks. First was the longtime are produced." "Crime Syndicated" and "Starlight Thea-airer, "Piano Playhouse,"

Wherry New S&M Prexy

Chicago, July 14.
Exec realignment at Sherman & Marquette ad agency has Arthur Marquette moving up from president to board chairman slot, and Larry Wherry taking over the prexy's desk.

Larry Wherry taking over the prexy's desk. At the same time, Louis Tilden and Bruce Baker were elected

Will Be BBD&O's **Night on ABC-TV**

How a single ad agency can olay a major role in the rejuvenation of TV network-or at least one evening's segment of programming-may bear fruition before the week is out, when a decision is due on where U.S. Steel will

is due on where U.S. Steel will spot its 60-minute Theatre Guild. dramatic showcase. At the moment the odds are all in favor of lucrative billings tand potentially major dramatic presentation going to ABC-TV, for the Tuesday night alternate-week 9:30 to 10:30 period, NBC-TV has also been in there pitching for the show, dangling the cream Monday evening 8 to 9 segments. However, Ben Duffy, prexy of BBD&O, agency on the U.S. Steel account, is said to favor the ABC Tuesday period.

Is said to favor the ABC Tuesday period.

This is the same agency that only in the past couple of weeks negotiated for its American Tobacco client to pick up the Danny Thomas weekly tab (at \$40,000 a week), in the Tuesday night 9 to 9:30 stretch. Thus, in the event of an anticipated U.S. Steel deal BBD&O would enjoy a monopoly on 90 minutes of choice ABC-TV programming time.

Heller, Peyser Named To Helm CBS-TV 'Danger'

ON SEPARATION

NBC-RCA board chairman David Sarnoff has made up his mind; practically all the major divisions within the network operation will be separated. The blueprint will become a reality by the end of this

month.

Sarnoff sees no need for two separate and distinct companies (such as the CBS formula) but in virtually all other respects the separation of AM from TV will amount to a split technique. NBC prexy Frank White (who had been engaged in a study of the future administrative pattern for the network and who submitted his recommendations to Sarnoff last week), along with his chief aide, William H. Fineshriber, will head up the radio operation.

William H. Fineshriber, will head up the radio operation.

Although White will nominally still retain the NBC prexy title. Sarnoff himself will continue at the network helm, with the White-Fineshriber team devoting all their time building up the radio network. The TV team will be headed up by Jack L. Herbert and Charles. (Bud) Barry, though with Sarnoff in command. Barry will devote his time exclusively to the TV programming operation and a radio program manager will be appointed. He has not been selected as yet and Sarnoff has indicated he may be brought in from the outside. There's been talk that Tom McCray will be brought in from the Coast for the post. Similarly, with Herbert heading up TV sales, a radio sales manager will also be designated.

Sarnoff concedes that total integration has been a mittake and

saies, a radio sales manager will also be designated.

Sarnoff concedes that total integration has been a mistake and that only through separate staffs can maximum results be obtained. Designation of White and Fineshriber to concentrate on radio, says Sarnoff, is part of his plan to restore radio to a place of new importance in the overall broadcasting scheme. Ratings and stars, he feels, are no longer the sole answer to leadership. Only when new ideas and fresh patterns are brought into the medium will it again achieve its onetime stature commensurate with its unprecedented set circulation.

The separation of the AM and

The separation of the AM and TV staffs will probably entall some drastic reshuffling within the organization.

Here's One Client CBS Hopes Will Cancel, Allow For Alternate Coin

Facing a budgetary problem, Stopette, sponsors of the CBS "What's My Line?", AM and TV shows, may go alternate-week on the video version next season and may also drop out of the radio sonsorship.

may also drop out of the radio sponsorship.
Actually, the Sunday night video show adds up to one of the major cost-per-thousand success stories in TV through circumstances of the show's rating payoff plus the fact that the Goodson & Todman packagers and CBS have been forced to respect a longterm low-cost contract initiated at a time when the show was still a dubious entry in the program sweepstakes. It's for the latter-reason that C&T and CBS are hopeful that Stopette and CBS are hopeful that Stopette will go alternate-week, permitting for additional (at hiked coin) spon-sorship auspices.

WNEW, WINS Status

Those close to the local N.Y. station picture say don't be surprised if both WNEW (which for years has enjoyed champ status among the indies) and the Crosley-owned WINSchange hands before the end of the year. of the year.

of the year.

In the case of WINS, it's reported that a deal is now near finalization, although the new ownership is being kept under

SARNOFF DEGIDES McCleery's 'This Is You, America' **Living Newspaper Documentaries**

Toast to Toscy

Despite the fact that he now concedes "radio is radio and TV is TV and both should be treated as separate entities," RCA-NBC board chairman David Sarnoff still feels that the potential of simulcasting has never been achieved and sees a definite place in the broadcasting scheme for the two-way programming ride.

scheme for the two-way programming ride.

It's for that reason that Sarnoff is arranging for at least one simulcast of the Arturo. Toscanini - NBC Symphony concerts during the fall-winter season (Toscy bypassed TV during the past season). Sarnoff feels that the Toscy AM-TV projection is one of the alltime great experiences in broadcasting and in itself should stimulate more interest in the simulcast cause.

It costs NBC upwards of \$600,000 a year to sustain Toscy and the NBC symph but as far as Sarnoff is concerned it's an annual "must" on the web schedule. "As a cultural contribution, it's worth every cent of it," says Sarnoff.

Mack Ties a Can To Soft Drinks. **And Starts War**

Beginning of what may be a major advertising battle among soft drink manufacturers, with radio and television as the no-manishend, appeared in the works last week as Walter Mack launched a radio-TV spot campaign in New York for his new canned soft drinks, Super Beverages. Mack heads Cantrell & Cochran, which is turning out the canned drinks, and there appears to be no love lost between the ex-Pepsi-Cola president and his onetime colleagues.

leagues.

Tenor of the coming campaign was Indicated when a couple of radio stations suggested to the Ted Bates agency that the C & C copy be altered to remove some material that might be offensive to the bottled distributors. Tone of the copy was to the effect that the consumer "hrow away those bottles." Not only didn't the bottlers like the idea, but the station excess felt they didn't want to be placed in the middle of what might prove an embarrassing situation. Agency complied with the requests that copy downheat bottled drinks less and upbeat the canned features more.

catures more.

C & C campaign is thus far confined to N. Y., but may expand nationwide as distributorships for, the drinks are set, according to an agency spokesman. Bottling outfits haven't set any retaliation yet, but if the campaign gets much more active, tradesters believe, there'll be plenty of action on the carbonated front.

ABC 'B'fast Club Revue' As a Nighttime Entry

As a Nighttime Entry

ABC Radio is prepping an evening version of its daily morning "Breakfast Club." to be aired on the weekend. Program will be a half-hour segment, starring Don McNeill and members of the regular morning show, and while some taped parts of the week's morning shows will be used, it will for the most part be a live program.

Web is peddling is as a fall package, figuring that in view of "Breakfast Club's" morning popularity, new package, "The Breakfast Club Revue." could win over some dialers to the evening.

on a special tour of duty with the Army, is planning to put on 8 series of five live documentaries in a living newspaper vein when his Hallmark "Hall of Fame" program returns after hiatus to NBC-TV Aug 30. The 5 to 5:30 p.m. Sun-day spot is now occupied by "Re-cital Hall."

The quintet of documentaries (he has done two before on the program) will be titled "This Is You, America," and will present an affirmative picture of the U. S. First show will offer a look at the First show will offer a look at the American institution of social eating, e.g., luncheon clubs, church and Rotary suppers, Thanksglving Day dinners. Then will follow programs on the American two-weeks-with-pay vacation, the nation's public-school system, building a home, and "The American Explosion," suggested by a scientific monthly survey showing the rise in American cultural activity tupping of public-library and museum attendance and of sympathy record sales, etc.).

McCleery, now, in Washington,

record sales, etc.).

McCleery, now in Washington, would not speak of any plans beyond the first five shows, but it's understood that after the first five half-hours the program, as noted in last week's Variety, will change to an hour dramatic show alternating in the 5 to 6 pm. period with a Worthington L. (Fony Minerproduced dramatic series. MecCleery, a lieutenant colonel, is serving the Army's chief signal officer, Maj. Gen, George J. Back, on undisclosed matters relating to television.

'Rich' Too Rich For Colgate Blood

Colgate, via the William Esta igency, is stalemated with the Walt Framer-Frank Cooper joint packaging setup on "Strike It Rich" on negotiating a new sponsorship price structure on the cross-the-board and nighttime

Snows.
Unless the coin angle is satisfactorily resolved, Esty agency, on behalf of its clients, has tossed out some not-so-veilled hints that the Wednesday night CBS-TV half-hour version may be dropped (Co) age also picks up the Monday-Wednesday-Friday tab on the day-time shows.

CONTINENTAL BAKING DROPS 'GRAND SLAM'

After seven years of sponsorship, the Continental Baking Co. for Wonder Bread and Hostess Cakes, is dropping Irene Beasley's 'Grand-Slam' this summer. Show, a Beasley package, is heard on CBS Radio Monday through Friday from 11.30 to 11:45 a. m.

to 11:45 a. m.
Firm is replacing "Slam" with a new panel quizzer, "Make Up. Your Mind," an Art Henly package, Repping Continental r. the Ted Bales

Howard East for CBS Biz Affairs Post in AM

Henry Howard, Jr., who has been in charge of business affairs for CBS Television in Hollywood, has returned to New York for a new assignment as a member of CBS Radio's program business affairs department.

In another shift between the two broadcasting-arms of CBS. David Klinger switched from AM to TV business affairs in New York.

TV in Perpetual Crisis, Hanging Between Danger, Opportunity: Seldes

Athough he is the dean of critics of the popular arts. Gilbert Seldes has a curiously open mind about telest ion.

The Chinese characters for the word ters is? he explains, "are made up of the symbols for darning and opportunity." Television, is in a perpetual crisis?

Side, current activities include a five wick summer course of lec-

Scines current activities include a five wick commer course, of lecturing on "Television" A Critique" for the American Theatre Wing, Inc. a Tuesday-night radio-essay series on "The Lively Arfs" via station WNYC, and finishing for Knopf a niew, untitled book, due next spring, that will be an updated to the television eral successing to the television eral successing to this "The Seven Lively Arfs," which was published in 1924, At the end of September, he will begin two 15-week gourses at the New School: lectures on television and a workshob course in writing. Rapid growth of television is still a source of astonishment to Seldes who has spent most of his life studying and analyzing the popular acts. It took the films, he note, more than 15 years to turn out "The Great Train Robbers" in 1905 the Edison kinetoscope demonstration at West Orange, N.J., in 1889 made films an accomplished fact) and another 10, years before D. W. Griffith produced "The Birthy of a Nation," In the eight postwisten has been a simultaneous "participation in an art and in a gold rush" which is killing off the films ton 3-D. Scides says, is to reinforce the feeling begun by radio that entertainment is another right added to the American rights to "life liberty and the pursuit of happiness," Today, he says, entertainment does not have to be carned, it is continually on tap. "Fiffy years ago a cook who wanted to quit her work because there wasn't a circus and a string orchestra in the kitchen to entertain her would have been thought mad." Scides says, "Today, such a demand is not considered an unreasonable request."

TY & Mematal Slaves

A. mass audience, Scides says, has curiosities, interests and appetites beyond those that can be satisfied by even such a popular program as "I Love Lucy" the cidentally, he likes the program as much as, if not more than, the next televiewer, and believes that Lucille Ball is a truly great comedicine utilizing about 30% of her potential talent on the show, "Television," he says, "ought to satisfy more of

(Continued on page 39)

WFLA Favored In Tampa TV Fight

Washington, July 14.

Wot contest for first VHF station in the Tampa-St. Petersburg, Fla. area reached init.al decision stage yesterday (Mon.) when FCC examiner Basil P. Cooper favored grant of the application of the Tribune Co. (WFLA) and denial of the application of Nelson Poynter (WTSP) and Tampa Bay Area Telecasting Corp.

Examiner's recommendation was based largely on program plans of WFLA which he found superior in regard to proposals for local educational, agricultural and civic shows. Central location of WFLA's proposed studios and its greater accessibility to public was also given weight.

Examiner rejected argument that Tampa Tribune's larger circulation in area than Poynter's St. Petersburg Times would weigh in favor of the latter. "To hold that one who has been able to outdistance numerous competitors." he said, "in a highly competitive field

tance numerous, competitors." he said, "in a highly competitive field is to have his success weighed against him in a comparative proceeding for a TV station would be

(Continued on page 36)

Liebman Pacts Cole

Max Liebman has signed Nat King Cole for eight appearances next season on his "Your Show of Shows" on NBC-TV.

Pact was negotiated through the Wm. Morris office. First appear-ance will be Sept. 12.

KOWH 'Expose' of Omaha Vice Excites Everybody —Except City Fathers

Omaha, July 14.
KOWH last week exploded the

biggest radio fireworks in Omaha in years with an "expose" of the city's underworld nightlife.

The station's newscaster, Loughnane, concealed a tape re-corder on his person and visited the city's after-hour drinking spots and at least one of the top dice

and at least one of the top dice games.

Purchases of liquor in speak-casies and gambling sounds were recorded, along with conversations with known gamblers telling about various, rackets presently going on. Among the spots visited was the Fleatrical Mutual Assn., an after-hours spot that caters chiefly to showfolk. However, it was about the smallest visited—and it was the only joint closed the following day after broadcast.

Station said it has many more reets of tape it chidn't play—saving them for "insurance." However, use of profanity is believed main reason they weren't aired.

City officials were about the only

City officials were about the only ones that didn't get excited over half-hour program that was Omaha's top topic for several days.

Oniaha's top topic for several days.
Sald Mayor Glen Cunningham:
'The newspaper or a radio station puts on such a crusade for the sake of circulation or listeners. As a matter of fact, Omaha is so clean you could eat off a tablecloth.'

Police added it was "difficult," to get evidence for arrests.

None of the spots use live entertainment.

tertainment.

DOROTHY & DICK, RAY IN WOR TERM PACTS

WOR. N. Y. this week concluded two key talent renewals, signing Dorothy, (Kligallen) & Dick (Kollmar), and Ray (Aferry Mailman). Heatherton to five-year contracts. Dorothy & Dick renewal takes effect two years from now, giving the station the services of the morning-time husband-and-wife team for seven more years. The N. Y. Journal-American columnist and her actor husband have been on the station for eight years, theatherton's pact takes effect immediately.

Station has been in the process of tring up its top names, having recently resigned Alfred and Dora McCann, Martha Deane and Stan Lomax to term pacts. Currently under negotiation is a new contract with Barbara Welles.



JIMMY NELSON

DANNY O'DAY AND HUMPHREY HIGSBYE PERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

Biow's \$25,000,000 **AM-TV Billings**; **New Clyne Status**

Appointment of Terence (Terry) Clyne as senior veepee of the Biow advertising agency, N. Y., this

Appointment of Terence (Terry). Clyne as senior veepee of the Biow advertising agency, N. Y., this week points up the increasing importance of broadcast advertising in major ad agencies. Over half of the total \$50,000,000 annual billings of Biow is now in radio-TV, a vast change from only a year ago when it was considered unisual for a 15% house to have even one-third of its billings derived from broadcasting accounts.

Clyne was given his new post because of his experience in heading up other radio-TV activities of Biow. Agency prez Milton Biow took into account especially Clyne's handling of the \$7,000.000 Buloya operation under guidance of the watch company's merchandising-conscious prexy John Ballard. It was Clyne, too, who engineered the two-year, \$8.000.000 renewal of "I Love Lucy" for Philip Morris. Besides topping the rating derby this past year with "Lucy," Biow had two of its packages nab the No, I and No, 2 spots among Nielsen daytime shows—"Search For Tomorrow" and "Love of Life." Other of its high-rated evening the hows have been "Racket Squad," "Margie" and "Welcome Traveler." In the next three months, Biow clients will preem four shows, on NBC—P&G's "Nothing But The Best" and "Loretta Young Show," Rupperts "Steve Allen Show" and the Ezio Pinza stanza, bankrolled by Dunhill and Lady Esther. Also, Philip Morris will preem "Pentato" promoted the two will preem "Pentato" promoted the promoted the "Pensi-Cola Playhouse" will bow on ABC.

CBS-TV Peddles 'Vanity'

CBS-TV has a kinnie ready on "Vanity and Mrs. Fair," a situation comedy starring Virginia Field and Una Merkel, which it is showing agencies and clients.

Show is a house package, and is skedded for Coast origination.

TV's '11th Commandment'

"Thou shalt not covet thy neighbor's television frequency."
This is the text of an 11th "commandment" proposed for commercial broadcasters by Sen. Charles W. Tobey (R.-N. H.) at a testimonial dinner last week given by educational TV organizations for FCC Comr. Paul II. Walker on the occasion of his retirement from 40 years of public service.

Dinner, arranged by National Citizens Committee for Educational TV and Joint Committee for Educational TV, found commercial and educational broadcasters breaking bread together in atmosphere of cooperation. Harold E. Fellows, prexy of National Assn. of Radio and TV Broadcasters, reflected era of new feeling with remark; "At one time I would have been guite concerned about educational TV."

Spokesmen for educators, pointed out that commercial broad-

cducational TV."

Spokesmen for educators pointed out that commercial broadcasters are giving strong support to educational TV—through cash
donations and participation in drives to raise funds for stations.
Walker predicted that educational and commercial stations will
complement each other and that former may provide source of
valuable programs for latter.

Dr. Edgar Fuller, member of JCET, related that President Eisenhower expressed great interest recently in educational TV. Fuller
quoted—the President as—having—told—a group—of—state—universityheads: "You've got to use the channels. Don't let us down." And
the President's brother Milton, Fuller reminded, is co-chairman
of the NCCET.

'Voice' Shows Laughing Stock Of Europe Sez King, Back in U.S. Radio

Diehl Exits Mutual

Bill Diehl is exiting post of features editor of the Mutual press department to take over the managing editorship of the Detroit edition of TV Guide, the Walter Annenberg publication.

Diehl, who's been at Mutual for over a year, will act as a trouble shooter in the TV Guide, setup, moving from one mag to another following his Detroit hitch.

Where There's Chi Sports You'll Find Brickhouse; Back-Breaking Schedule

Chicago, July 14.

With stock car racing added to an already heavy schedule, WGN-TV's Jack Brickhouse cops the title of Chi's most active sports-

TV's Jack Brickhouse cops the title of Chi's most active sports-caster.

Formerly splitting his services between radio and TV, Brickhouse is now focusing most of his attention on the latter medium. In addition to the 'stock car racing' entry in his log book of announcing chores, Brickhouse also lists the following: Cubs and White Sox home baseball games, a daily pre-game studio interview show, an after-the-game interview show, Boys Major League games and commercials for a late night movie show. In addition he described the blow-by-blow of the Golden Gloves boxing events, and this fall he's booked to describe Big Ten football and basketball games.

Web activities for DuMont include his weekly "Sports Show-case" and "Wrestling From Marigold." He's also skedded to call four and one half Innings of the All Star Baseball Game from Crosley field today and he'll be in evidence again. Aug. 14 in Soldiers' field when the All Star Football Game is televised.

All this activity adds up to a good possibility that Brickhouse will break his record of last year when he covered 967 sports events.

WIP TOPS '52 PEAK SALES MARK BY 9%

SALES MARK BY 9%

Philadelphia, July 14.

Station WIP's first four months of local and national sales in 1953 have topped the same period of 1952, according to an announcement made by Benedict Gimbel, Jr., president and general manager of the station.

"The first four months of this year show a 9% increase over last year," Gimbel said. "This is particularly significant since in 1952 we enjoyed the greatest time sales in the station's 31 year history."

Gimbel said that the time sales in the first four months of 1953 are 13.5% over 1951; 32% over 1959, and 25% over 1949, the year generally conceded to be the peak year for radio time sales.

Boston, July 14.

Gene King, who last week took over as program director of WEEI, Hub's CBS outlet following a 20-month stint as chief of the radio branch, Office of U. S. Special Representative in Europe (Mutual Security Agency), reveals that from a dollars and cents standpoint, the lone worthwhile propaganda job being done in Europe today is the MSA's radio campaign while the Voice of America shows are the laughing stock of the listeners. King asserts the V of A programs are so poorly devised and projected that the job of peddling propaganda material to other media is substantially tougher and suggests we concentrate on ballyhooing the U. S. to the Free Europeans via the cooperation of Governmentowned stations and curtail the activities of V of A.

King feels that the effect of the latter programs

owned stations and curtail the activities of V of A.

King feels that the effect of the latter programs among citizens behind the Iron Curtain are dubious, to say the least meanwhile claiming that 30% of Free Europeans are pro-American, 10% can be classed as anti-American while the overwhelming 60% plead little or no interest in U. S. problems, figuring the fight to block Communism is a private fracas between Russia and ourselves. It's this majority bloc that King would like to see swing to our side and he'd do it by stepping up our efforts through each nation's home-based radio rather than rely on shortwave beamings from a project handled by semi-pros and professional do-gooders, no matter how altruistic their aims may be. Concerning the co-operation received from various Government-owned stations, King states that BBC collaborates "to the teeth." Scandinavian stations, although adopting an aloof "leave us alone" attitude can occasionally be cajoled into inserting propaganda pitches into local programs but Radiodiffusion Francais is so bedeviled with internal strife and jealousies that staffers spend most of their working hours attempting to stay on the payroll. Consequently, yery few have the taments at the call of the consequently, yery few have the taments.

jealousies that staffers spend most of their working hours attempting to stay on the payroll. Consequently, very few have the temerity to make an independent decision, living in a "buck passing world" of their own. On the plus side, King praised, Radio Luxembourg, tabbing it "the sharpest outfit in "Continued on page 37".

TV Picture Perks In Twin Cities

Impending entry of two more Twin Cities radio stations, WTCN and WMIN, into TV circles here, giving Minneapolis and St. Paul a total of four such video broadcasting sources, finds additions to and realignments of the personnel of the two new television stations and brings some local programming some local programming

Barry Gray to Resume

(AM&TV) on July 20

Barry Gray will resume his New York radio and television shows on WMCA and WABD on July 20, following a six-week vacation. Cross the-board news commentary on video will air at 11 p.m. while his AM gossip show on WMCA is set for midnight to 2 a.m. six nights a week.

Radio program will move into the WMCA studios for the first time in years, with format—guest inferviews—remaining the same. Gray's pact with the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Shelburne Lounge expired at the time of his vacation. He had aired from Chandler's Restaurant for a number of years previous to moving to the Barry's Winky Dink'.

New Barry Enright-Friendly package, in cooperation with CBS-TV, will be tried and kinnied next week. Show, a kiddie program, is titled "Winky Dink," and will will have been bead of the local outlet for NBC. CBS and ABC for KSTP, will be tried and kinnied next week. Show a kiddie program, is

M SHOW COSTS AT NEW LOW

Wanna Buy a Radio Show?

Following is a list of half-hour network radio sustainers (either on the air or being peddled) costing \$3,000 or less, available for sponsorship on the four AM networks. Price quoted is net, and in the case of hour-long programs or longer, cost is quoted at the half-hour rate and so marked with an asterisk (*). Strips or multi-weekly, shows available are not listed. Price indicated includes everything but time charges and commissions.

Name

Network Type Cost

Name	Network	Type	Cost
ABC Playhouse	ABC	Drama	Varies
American Music Hall	. ABC	Music	*\$1,800
Answers for Americans	. MBS	Panel	1,500
		Comedy	2,125
Baron and the Bee	. NBC	Comedy	2,500
		Drama	3,000
Bob & Ray	NBC	Quiz	1,750
Bobby Benson	. MBS	Western	1,400
Breakfast Club Revue	ABC	Aud part	2.000
Breakfast in Hollywood			1,000
City of Times Square	. ABC	Aud part Variety Drama Drama	1,500
Criminal Investigator	. ABC	Drama	2,000
Confession	NBC	Drama	2,250
Cousin Willie	. NBC	Comedy	2,500
Crossfire Dancing Party	ABC	Draina	1,500
Dancing Party	ABC	Music	*2.750
Dear Margy, It's Murder	MBS	Drama Panel	a 2,150
Down You Go	MBS		2,800
Escape	CBS	Drama	2,600
Freedom Foundation	ABC	Drama Drama	2,200
GI Joe Great Day Show	NBC	Drama	2,500
Great Day Show	MBS	Aud part	1,925
Ciunsmoke	CBS	Western	2,875
Heritage	ABC	Documentary	3,000
Horatio Hornblower	. ABC	Drama	1,500
Jason and the Golden Fleece	NBC	Drama	2,500
Let's Pretend	CBS	Children's	2,250
Let's Pretend Life Begins at 80 Michael Shayne	. ABC	Panel	1,200
Michael Shavne	ABC	Drama	2,000
Mike Malloy	ABC	Drama	1,800
Modern Romances	NBC	Drama	1,500
Mr. President	. ABC	Drama	1,800
My Secret Story	. NBC	Drama	1,250
My Son Jeep	NBC	Comedy	2,500
Name That Tune	. NBC	Comedy Music-quiz	2,250
New Talent, U.S.A	NBC	Variety.	7 (50
Nick Carter	MBS	Drama	2,500
Paul Whiteman Teen Club	ABC	Music	1,500
Platterbrains		Music-panel	1,100
Pursuit	CBS	Drama	2,950
Quiz Kids	CBS	Panel	2,850
Rod & Gun Club of the Air	MBS	Sports	1,250
Romance	CBS	Drama	2,650
Scarlet Pimpernel	NBC	Drama	1,000
Silver Eagle	ABC	Western	2,400
Squad Room	MBS	Drama	1,600
The Adventurer	ABC	Drama	2,200
The Shadow	MBS	Drama	3,000
This Week Around the World:	ABC	News	1,800
Time Capsule	ABC	Documentar	
Top Guy	ABC	Drama	2,600
True Detective	MBS	Drama	2,250
Twenty Questions	MBS	Panel	2.750
Under Arrest	MBS	Drama	1,775
What's the Name of That Tune	. ABC	Quiz	1.700
Yellow Fever	NBC	Drama	3,000
Network totals: ABC, 22; NBC		19. CDC 6	Section by the
Network totals: ABC, 22; NBC	, 10; MBS,	12, CDS, U.	

Bob Crosby's CBS Daytime TV Strip

CBS-TVis readying a Bob Crosby musical show for kinescoping on the Coast. Program is planned as a half-hour strip daytimer, with the possibility of going into the network schedule at 3:30 to 4 p.m. If move is made, "Action in the Afternoon," now in that time, will be pushed down later.

be pushed down later.

It's known that the net is planning to schedule the Afternoon to 5 p.m. in the fall, programming "Summer School" in the 4 to 4:30 p.m. spot during the hot weather. Batch of n.w. shows of which the Crosby program is the kickoff, is being mulled for the opening, with chances that the sustaining "Action in the Afternoon" may be dropped unless it can find a sponsor.

Westinghouse Details **DuMont Grid Schedule**

Comprehensive 11-week schedule of 20 National Football League ule of 20 National Football League telecasts on Saturday nights and Sundays on the DuMont network was announced this week by Westinghouse, which is sponsoring the telecasts. Under the plan, which will enable stations to air one game per weekend and at the same time insure the football teams that no telecast of a contest will be held simultaneously in the same city as the game, most of the teams have agreed to stage special Saturday games.

5 p.m. in the fall, programming "Summer School" in the 4 to 4:30 pm, spot during the hot weather. Batch of n w shows, of which the Crosby program is the kickoff, is being mulled for the opening, with chances, that the sustaining "Action in the Afternoon" may be dropped unless it can find a sponsor.

Framer's Coast Setup;

Sets NBC-TV Daytimer

Producer Walt Framer and his sales manager, Tony Ford, of Spothight Productions, are planing to day (Wed.) to the Coast to set up a Hollywood office to handle the new Framer show, "You'll Be Surprised."

The pair also will go into sales buddles.

53 STANZAS AT \$3,000 OR LESS

The price of radio programming is down to its lowest level in years. A survey of the four networks reveals that program-budget-wise, radio is one of the lowest-cost advertising buys among any media, that while other media have gone up in price, radio has rome down on all talent-production levels. Survey shows that among the four networks, there is a total of 53 once-a-week half-hour radio programs that will be available for fall sponsorship at a net price of \$3,000 or less, and there are three hour-long or longer shows cost of whose half-hour segments is below that figure.

A network by network breakdown of these low-cost properties shows that ABC leads with 22. NBC is next with 16, Mutual follows with 12 and CBS is runnerup with six such properties. Total does not include programs already sponsored—if so, figure would be at least double. Furthermore, a check indicated that if the ante were raised to \$3,500, the total would be further swelled.

Reason for the remarkable dip in the cost of radio programming is a multifold one, veleran program exces say. For one thing, a change in program content itself is involved, with the networks, un-A network by network breakdown

change in program content itself is involved, with the networks, unable to self richly laid out properties, returning to "bread-and-buter" radio. Glance at the type, of program in the low-cost bracket shows that drama, panels, audience participation, quizzes and music lead the field, and ir most cases, the music shows involved are mostly recorded.

Many program excess report that

Many program excess report that network sales toppers have told them its impossible to sell high-priced packages anymore, that they we got to trim to get a bank-roller interested. Consequently, comedy, name star, lush music and variety segments are being aired in less increasing number, and radio programming is leaning more and more on the AM staples of drama and panel-quiz-audience participation. Many program exces report that network sales tonners have told

No More Fancy Trimmings

No More Fancy Trimmings

Another phase of the price decline is severe trimming by networks and by packagers. One of the plus costs that was the first to go was the few hundred dollars the network charged off the top, constituting pure profit. Figures quoted were cut down to actual cost. Another big cut was the elimination on most shows of orchestras, with a solo instrument—organ, piano, harpsichord, guitar, et al.—filling in, Here not only musicians' fees were eliminated, but arranging and scoring costs.

Further cuts have been experienced in scripts, with the writers having come down in price. One reason is the threat by the net-(Continued on page 39)

Upton Close Yanked By Station in Florida, But Deny Pressure Exerted

West Palm Beach, July 14.
Charges that Upton, Close, commentator now living in Lake Worth near here, was cancelled off-broadcast series by West Palm Beach station WWPG under pressure by certain advertisers was denied this week by owner Charles Davis.

Framer's Coast Setup;

Sets NBC-TV Daytimer Productions, are planing to high Productions, are plani

RCA's Bid for Color TV Green Light May Get FCC Action Within 2 Weeks

Blacklist Switch

Blacklist Switch
Two prominent members of
the American Federation of
Radio-Television. Artists who
were projected into the limelight during the past yearbecause of their "play ball"
attitude with the Congressional
red probers in finger-pointing
at other AFTRAltes, have been
worded over the fact that in
recent weeks the doors have
been closed to them on radioTV shows.

One, of them says the "re-

TV shows.

One of them says the "reverse switch" now finds him barred from a major agency where his scrivices in the past had, been very much in de-

Martin to Dum

As Sales Chief

In Exec Shuffle

Major realignment of Dumon network execs, with former Lemen & Newell, veepee William G. (Gerry) Martin joining the web as director of sales, was completed yesterday (Tues, and announced to key network) personnel at a special meeting by Chris J. Willing, networks managing director. Under the reshiffling long expected in the trade, Ted Bergmann, up to now director of sales, moves into the new post of general manager of the web. Don McGannon, administrative assistant managing director and also takes over active supervision of the web book with the same, with mentals and sales manager under Martin.

Realignment is, designed to take much of the load of running the web's. Three commission acts on business affairs, McGannon, in picking up supervision of oand-o's, takes over the duties left by Dick Jones when he exitted the web several weeks ago, and continues to assist witting.

Situation in sales remains much the same, with Martin, moving into Bergmann's spot and Bachem running the administrative end, Martin, who left Lennen & Newell-several weeks ago, supervised the p. Lorillard accounts there. He bad been an xp. at Geyer, Newell accounts there. He bad been an xp. at Geyer, Newell accounts there. He bad been an xp. at Geyer, Newell account of the same and the commission authorized on page 361. to key network personnel at a special meeting by Chiris J. Witting, network's managing director. Under the resimiffling long expected in the trade, Ted Bergmann, up to now director of sales, moves into the new post of general manager of the web. Don McGamon, administrative assistant to Witting gets the new title of assistant managing director and also takes over active supervision of the web's, three owned-and-operated stations. Jack Bachem, assistant sales chief, becomes national sales manager under Martin.

Realignment is designed to take much of the load of running the web off Witting's shoulders. Bergmann, as general manager, will act pretty much in the capacity of an exce veepee, with emphasis on business affairs, McGannon, in picking up supervision of o-and-o's, takes over the duties left by Dick Jones when he exited the web several weeks ago, and continues to assist Witting.

Situation in sales remains much the same, with Martin moving into Bergmann's spot and Bachem running the administrative end. Martin, who left Lennen & Newell several weeks ago, supervised the P. Lorillard accounts there. He had been an v.p. at Geyer, Newell several weeks ago, supervised the P. Lorillard accounts there. He had been an v.p. at Geyer, Newell & Ganger when the agency merged with Lennen & Mitchell.

Feeling in the trade had been for some time that the DuMont operation was severely limited in scope by the paucity of top-level exces and absence of a clear definition of functions among exces at the web. With growing billings and increased station lineup, web finally moved to alleviate the situation,

Washington, July 1

Washington, July 14.

FCC is expected to act within the next two weeks on the RCA, petition to institute proceedings looking to adopting of standards for a compatible system of color TV. Indication that the agency is anxious to move on the color front was given last week when it called on the National Television System Committee to apprise it of the status of its development, which forms the basis of RCA's plans for color broadcasting and manufacturing.

RCA petitioned the Commission

manufacturing.

RCA petitioned the Commission nearly three weeks ago requesting proceedings to adopt new color-standards based on NTSC specifications. However, NTSC has been waiting to complete field tests before submitting the system to ECC.

Scott Axes Bennett, Patti for 'Margie'

Scott Paper Co. has decided to call it quits on its programming roster for the Wednesday night NBC-TV 8:30 to 9 period, which finds Patti Page and Robert Russell Bennett alternating weekly in the Scott fine segment during the summer.

GENERAL ELECTRIC THEATRE (Random Harvest) With Ronald Colman, Benita Hume, Ben Wright, Tüdor Owen, Ellen Morgan, Glorla Gordon, Christo-pher Cook, Edgar Barrier; Ken Carpenter, announcer; Wilbur pher Cook, Edgar Barri Carpenter, announcer; Hatch orch:

Producer-director: Jaime del Valle Writers: James Poe and Robert Tallman (from James Hilton's original)

original)
30 Mins.; Thurs., 8:30 p.m.
GENERAL ELECTRIC CO.
(BS, from Hollywood

(BS, from Hollywood
(Young & Rubicam)

James Hilton's "Random Harvest." on a skilfully brief adaptation by James Poe and Robert Tallonan, was given an expert radio presentation last Thursday (9) in the first of the General Electric Theatre summer series, which is the firm's Bing Crosby hiatus replacement on CBS Radio. Plays, however, are heard an hour earlier (8:30 instead of 9:30 p.m.) in a shift with the net's sustaining "Elliott and Cathy Lewis on Stage" series.

a shift with the net's sustaining "filliott and Cathy Lewis on Stage" reries.

"Harvest" actually gained by radio's invisibility with a surprise—to those few who did not know the story—not possible in a visual nedium being managed in the discovery of, an amnesic soldier that he had married the same woman twice in his two memory-separated lives. Ronald Colman, in the role he originated in the film version, and wife Benita Hume carried the bulk of the story effectively with good support in minor roles from Ben Wright, Tudor Owen, Ellen Morgan, Gloria Gordon, Christopher Cook and Edgar Barrier Jaime del Valle's direction was sure and apt, as was Wilbur Hatch's music.

Choice of "Harvest," however, is a puzzler. If it's the intention of the series to present adaptations of pix loaded with Hollywood pames (second show is Cary Grant in "The Bachelor"), the potential listening audience seems to be restricted to filmgoers who (1) wantasentimental reprise of a film they liked even though they know the story, or (2) have missed the picture and will settle for a radio digest. In either case, the audience is a pittfully small one compared with cither the original film audience or radio's potential mass audience.

cince or radio's potential mass audicience.

Such a limitation, with radio willing to accept the fringes of a declining film audience, seems defeatist, futile and unnecessary. The aural medium will have to raise its sights higher if it wants to win new friends (as well as retain old ones) and influence people.

Announcer Ken Carpenter's pitches for General Electric appliances were straightforward and direct, Memory of better AM days was aroused when Colman, in a curtain speech, said it was the first time Miss Hume, Carpenter and he had been together since the "Halls of 'lyy" days.

Horn.

"Halls of Ivy" days. Horn.

3-CITY BY-LINE
With Hy Gardner, Sheilah Graham,
Irv Kupcinet
Producers: Don Coe, Con O'Dea,
Frank LaTourette
15 Mins.; Tues.-thru-Fri., 8 p.m.
Sustaining
ABC, from N. Y., H'wood, Chl
Three quidnunes of varying
siyles and approach are packaged
in this quarter-hour fastic which
teed off as an ABC sustainer last
Tuesday (7) and was caught next
night. Tripartite pitch tries the
cross-country route with Hy Gardner emanating from New York.
Sheilah Graham from Hollywood
and Irv. Kupcinet from Chicago,
each being cut in for five-minute
segments. (It's partly transcribed.).
Gardner, syndicated pillarist of
the N. Y. Herald Tribune, serves
general news, show biz tidbits and
some "inside", tracks in his agreessive confident manner, Miss
Graham confines herself to filmite
fodder of the fan stuff genre. On
program heard, the Chi SunTimes' Kupcinet brought up the
rear with items largely of local
flavor, opening with that singularly reminiscent line. "Let's go to
press," a longtime Winchellism.
Separate producers man each
end of the line and directors are
drawn from the ABC staff on rotaing assignments. Appeal will lie
mostly in the exclusivity of items
plus the "earth shaking" gimmick
identifiable with the rumor and
gossip gentry when they go vocal.

Radio Follow-Up

Perhaps no composer alive today o typifies the spirit of the oper tta as Rudolf Friml, and NBC The Railroad Hour" couldn't hav picked a better subject to drama-tize—and lyricize—on the occasion of its 250th consecutive broadcast Monday night (13) than the life of Friml himself.

Friml himself.

For Friml's life story reads like something out of one of his own operettas, and his music, after 40 years; is still delightfully melodic. With the topnotch cast headed by Gordon MacRae and Dorothy Warenskjold, the writing team of Jerome Lawrence and Robert E. Lee and the rich-sounding orchestra of Carmen Dragon and the choir of Norman Luboff, "The Railroad Hour" made a half-hour of exciting and gratifying listening out of the life and works of Friml.

of the life and works of Friml.

Even the serious student of operetta, is overwhelmed by the richness of the Friml catalog, by a lineup of such songs as "Only a Rose," "Giannina Mia," "Indian Love Call." "Toujour L'Amour," "Rose Marie," "March of the Vagabonds," "March of the Musketeers and the now inevitable "Donkey Serenade." And these, as weaved within a framework of a script that sounded like a film scenario but hewed closely to the truth, made for top entertainment in any

that sounded like a film scenario but hewed closely to the truth, made for top entertainment in any medium. Films are missing a great bet in not doing his biog.

Program, for example, covered with thesping and song the incident that led to his first operetta. After several years on the concert stage in America, he was called in by Arthur Hammerstein in 1912 to compose an operetta for Emma Trentini after the diva and Victor Herbert parted company in a mu-Trentini after the diva and Victor Herbert parted company in a mutually temperamental outburst. "The Firefly" was the result. Story moved quickly through his first plano lessons, his meeting with and inspiration from Anton Dvorak, his arrival in America.

Dvorak, his arrival in America.

And as a topper, the show had Frimi himself, speaking and playing a composition from his new operetta now in preparation, via a cut-in from San Francisco.

No less satisfying than hearing Frimi's works were the renditions of them by MacRae, Miss Warenskjold and the orchestra and chorus. MacRae made up for his inadequacies in range and power with warmth and enthusiasm, and Miss Warenskjold's singing, especially of "Giannina Mia," left little to be desired. Dragon's arrangements were topnotch. Chan.

Sunday night on NBC radio seems to be becoming Shake-speare's night. A month ago, the "Theatre Guild on the Air" bowed out of the medium (to return to sight, like one of the Bard's ghosts, on alternate-week television in the fall) with "Julius Caesar." Last Sunday (12) it was "Macbeth" on the hour-long (8:30 to 9:30 p.m.) "Best Plays" series, which has replaced the Theatre Guild program. "Macbeth." like "Caesar." did not come off well in its clipped hour version (in contrast, NBC-TV's two-hour tele "Hamlet," starring Maurice Evans, last April was a memorably outstanding production). In the two-act condensation, which Robert Cenedella adapted for radio, burden of the play rest-Sunday night on

TV's two-hour tele "Hamlet," starring Maurice Evans, last April was a memorably outstanding production. In the two-act condensation, which Robert Cenedella adapted for radio, burden of the play rested in the roles of the ambitious Lady Macbeth and her murdering pawn of a spouse, with a first act assist from Banquo. As Lady Macbeth, Eva LeGallienne was in good voice, intimate and at ease before the mike and with Shakespeare's lines, and as Banquo Paul McGrath was fliently eloquent.

In the title role, however, Staats Cotsworth proved an unstable and difficult-to-listen-to Shakespearean player. In spite of his long radio experience, Cotsworth was guilty of a ranting and shouting delivery of lines which made words almost unintelligible. Particularly, in the first act, he let his emotion overcome his speech, and over-excilement resulted in some ham acting. In the second act, he settled down a good deal and handled his lines much better, delivering his "Tomorrow and tomorrow and tomorrow and tomorrow sollloquoy with special fine effect.

Unlike, "Caesar," sound effects and much for the second act, "Webeth", work Tuesday 77 and was caught next night. Tripartite pitch tries the ross-country route with IV Gardner emanating from New York. Shellah Graham from Hollwood and Irv. Kupcinet from Chicago, each being cut in for five-minute scepients. (It's partly transcribed) and Irv. Kupcinet from Chicago, each being cut in for five-minute scepients. (It's partly transcribed) and Irv. Kupcinet from Chicago, each being cut in for five-minute scepients. (It's partly transcribed) and Irv. Kupcinet from Chicago, each being cut in for five-minute scepients. (It's partly transcribed) and some inside. (It's s

ROGERS OF THE GAZETTE With Will Rogers, Jr., Georgia Ellis, Parley Baer, Wilbur Hatch Orch, others Producer-director: Norman Mac-Donnell Writers: Walter Newman, E. Jack

Writers: Walter Neuman
30 Mins., Wed., 9:30 p.m.
Sustaining
CBS, from Hollywood
This new dramatic series about
the editor of a small-town weekly
newspaper is tailormade for the
talents of Will Rogers, Jr. Setting
and story line provide a natural
channel for the tolerant philosochannel for the tolerant philosophy and easy-going wit that Rogers seems to have inherited from his late father. Program is mature without being profound and has a flavor of Americana about it without flouting patriotism at the listener.

CBS has endowed the show with, CBS has endowed the show with, for these days, some unusually fine production trappings, including a large house orch under the baton of Wilbur Hatch, It has set an able cast, including Georgia Ellis as Rogers' assistant and Parley Baer as a doctor friend, opposite Rogers. Most important, it's gotten a stable of highly capable writers on the show, and the pair that turned out the initialer, Walter Newman, and E. Jack Neuman, did a topnotch job.

Story concerned efforts of one

ter Newman and E. Jack Neuman, did a topnotch job,
Story concerned efforts of one of the town's most influential ladies to prevent the Gazette from printing a piece on a now world famous painter who had lived and loved in the town. Although the paper's mortgage, bought up by the lady, was in jeopardy, Rogers went ahead and printed the piece. He had discovered that the reason for the woman's opposition was that she had once posed for and been in love with the artist, but he didn't include that in the article. In the end, of course, paper came out with the story, mortgage was resold to the bank and extended and everyone was happy. But not before the paper was nearly put out of business.

Weaved in the story line were

nearly put out of business.

Weaved in the story line were some very funny lines, with Rogers, who has an extremely pleasant radio voice, delivering most of them. He handled his role perfectly, endowing it with a sense of sereneness and integrity. Program, by virtue of its plot premise and its star, is a natural to become a top property, and if the writing end keeps up, CBS shouldn't find it to difficult to sell.

Chan.

COUSIN WILLIE
With Bill Idelson, Marvin Miller,
Patricia Dunlap, Dawn Bender,
Sturry Singer, Pattee Chapman,
Bob Sweeney, Frank Nelson,
James Wallingford, Robert Ambustee, Osch bruster Orch Producer-Director: Homer Can

Producer-Director: Homer Canfield
Writers; Doris and Frank Hursley
30 Mins., Tues., 9:30 p.m.
Sustaining
NBC, from Hollywood
"Cousin Willie" looks, like it
will develop into an acceptable
summer effort. Its initial stanza
over the network looked like an
over-ambitious effort, an impression given more credence by the
fact that the studio laughter
sounded like there were professional laughmakers sitting in the
audience. It eventually became a
source of irritation that lines
which rated mild chuckles were
getting bigger whoppers than the
Marx Bros. ever got for all their
collective efforts.

Situation comedy therefore got

From the Production Centres

IN NEW YORK CITY . . .

John Karol, CBS Radio sales veep, to address the Toledo Ad Club July 22... Elaine Carrington, who scripts "Rosemary," author of her first stage play, "Bemember Me?" opening at Spring Lake, N. J., Monday (20)... John Derr, CBS Radio sports director, planed home Monday (13) after fortnight in Britain where he covered the British Open... Marilyn Monroe was guest of Robert Q. Lewis on his "Waxworks" program last Sunday (12).

works" program last Sunday (12).

Orville Chase and Olin Saunders, execs on Standard Brands account, and Robert Tannehill, exec on Campbell Soup account, elected veepees at Compton agency. Lester Gottleib, CBS Radio program veep, back in N. Y. after a week at Fire Island. Same net's press chief, George Crandall, and his exec assistant Mike Boscia to Thousand Islands, for a week's hlatus. . Dick Pack, WNBT-WNBC and NBC of the opportunity of the past week with a strep throat. Terence Clyne, Bulova account supervisor and Biow veep, upped to agency senior veepee.

Cecil B. DeMille to be on Martin Starr's WINS, N. Y. program on Hollywood tonight (15) . . . Helen Gerald starts running part of Jenny on NBC's "The Doctor's Wife" tomorrow (16) Howard Barnes signed to CBS Radio producer-director deal, now working on web's new full-hour legit theatre series "Stage Struck" . . . WDLP, Panama City, Fla., effective Aug. 13, becomes 209th NBC radio affiliate. It's a 1,000 watter, 590 kilocycles, with John H. Perry Jr. as pres.

N. Y. to F. I. (Fire Island): Henrietta Gottlieb, Ruth Garfield ... Bill Berns, WABC program chief, off to Maine on vacation ... Ditto Ruth Thompson, WOV flack, and Evelyn Robinson, who conducts WOV's late night show.

IN HOLLYWOOD . . .

KFI signed with NBC for another two-year affiliation, marking an association of 29 years. Earle C. Anthony station started airing 31 years ago. Rush Hughes is right back where he started from after an 11-year defection from these latitudes. It was 26 years ago that Hughes took an announcing job on Don Lee. Last week on the same network he launched his Hughes-Reel... If KBIG's publicity ever yest east they'll start believing those stories about the wild and woolly west. Story goes that station on Catalina Island hired a man to shoo away the buffalo nibbling on an alfalfa patch hard by the transmitter. Asked how long he would stay in Hawaii, Jack Benny replied, "until I get bored"... Jim Hawthorne is now clowning on 17 shows a week on three stations... NBC's coast network has blocked out four hours every Saturday night for westerns and hillbillies.

IN CHICAGO . . .

Chris Petersen, Jr. from military service to Kling Studios where he will head a newly-created publicity-public relations dept. . . Tony Weitzel and wife Dorothy taping their noontime show in Madrid, Spain, where they will officiate at the opening of the new Castellano Hilton Hotel there . . Mickey Spillane plugging opening of his first pic at the Chicago Theatre on local radio and TV interview shows . . NBC staff announcer Charlie Chan subject of a feature article in "Teatral," Spanish language mag of show biz published in Chi . . . WGN Director of Music, Henry Weber back on podium in front of "Chicago Theatre of the Air" orch after a three-month tour of Europe . . . Comic team, Jerry Sperling and Clark Davis to co-emece a spin and chin session on WENR from 10:35 to 11 each night . . A. Raymond Bermond named ad manager of radio division of Hallicrafters Co. . . NBC staff announcer Dick Noble elected veepee of Ill. State Normal Alumni Assn. . . Ken Craig of CBS off for sudden Coast vacation . New NBC staffers include Alfred Charnas, program production services, John Crispe, engineering staff, David Gray, production facilities asst., and Fred Whiting, newswriter.

IN PHILADELPHIA . .

KYW's Jerry Warren playing a featured role in the NBC-TV Show "Atom Squad," which bowed last week. Warren's voice opens the show and is cast as the mathematical whiz of the squad. Warren is a former engineering psychology student at the U, of Pennsylvania. He taught high frequency electronics during part of his Navy life and took part in the Bikini atom bomb tests in 1946... Bob Knox, WIBG announcer, has been named Philadelphia rep to the West Coast Convention of AFRTA... Stan Lee Broza, program director of WPTZ and director of the children's hour on WCAU-TV, moving from his homeon the Main Line to the Rittenhouse Claridge, downtown apartment house... WIP mulling over scheduling a night-time spot for Jerry Williams and Hary Smith. The zany record jockeys are now heard daily from 3 to 4 p. m. Nite spot would be addition to daytime stint... Irv Borowsky, former co-publisher of TV Digest 'now part of TV Guide) has been named publicity chairman for the Philadelphia B'nai B'rith Men's Council... Vocal coach Morty Krause added to cast of WFIL's television show, "Coffee Time," on Mondays, Tuesdays, and Wednesdays. Krouse plays organ, piano and celeste, and clowns with headliner Lee Stewart... Elizabeth Doubleday, of Penn Wynne, Metropolitan Opera singer and RCA Victor recording star, will go to Italy in September to sing with the La Scala Opera in Milan.

IN CLEVELAND . . .

Gene Walz, formerly of WLW, has been named creative program manager for WTAM-WNBK, succeeding Brooke Taylor who was promoted to Director of Programs. Area TV sets now 772,577, up more than 4,000 over June... Johnnie Price has completed his third year as "Mr. Weather Eye" for Cleveland Electric Illuminating on an across-the-board stint with WEWS. Joe Bova, kiddie film disker, now doing "Noontime Comics" on a Monday-thru-Saturday noon pitch over WNBK... Gil Gibbons added a half-hour 6:30 p. m. Saturday sports stint on WXEL. Meehan Motors, sponsoring and Bruce Stauderman directs the TV "All-Sports Quiz" Gil Canfield, WEWS film buyer, inaugurated viewer request film offering with station to show feature films getting largest weekly poll on Saturday afternoon... Al Odeal, WNBK film director, has edited feature films into successful half-hour stanzas ... Laub's Bakery has picked up the 10-minute WXEL. Monday-Wednesday-Friday 6:30 tab for "TV Weatherman" with Dr. Paul Annear, Baldwin-Wallace math-astronomy prof, spieling... Yale Univ. diskers Reid Johnson and Russ Miller summer vacationing on the WSRS staff ... Tex Clark, WDOK gabber, ordered by physician to take rest. to take rest.

IN PITTSBURGH . . .

KQV manager Jimmy Murray handed a new contract by that station. Dolores Foley, recent graduate of Westminster College, is the new sales secretary at WCAE, replacing Norma Roberts, who resigned Harold Lund, manager of WDTV, served on the panel for a TV Clinic at Penn State College summer session . Bill Burns and his wife took a cruise to Nassau and Bermuda before longtime KQV news editor takes up similar post at Channel 2 . Carl Dozer, WCAE sales manager, was able to quit the hospital for home after six weeks. He'll have to convalesce for a month or more longer . . George (Continued on page 36) (Continued on page 36)

TV NEEDS 1-SHOT SPONSORS

This Is Amateur?

Last week the Pet Milk Co. came through with a renewal of its contract on sponsorship of the Saturday night "Original Amateur Hour" on NBC-TV. Initially Pet Milk had committed itself for a summer ride, with its fall programming plans somewhat nebulous. Clincher, however, in Pet Milk's decision to ride along with the Ted Mack-emceed spotlighting of the tyros was the recent Kansas City origination of "Amateur Hour" which, in the face of almost herculean odds, projected TV programming's new accenting of merchandising-promotional values in addition to the show's entertainment quotient.

Whatever doubts Pet Milk entertained on staking a permanent claim with the show were erased when "Amateur Hour" moved in on the K.C. scene on a night when streets were deserted, temperatures hovered over 100 degrees and when even the local NBC-TV affiliate (KSD-TV) was off the air due to a strike. Yet the merchandising-promotional ties resulted in a '14,000 SRO attendance that topped any previous K.C. charity effort, eliciting the observation from Pet Milk prexy Jules Miller that such supplementary programming values transcend the Nielsens and the Hoopers.

Chances Good for Senate Ratifying NARRA Treaty, But Vote Looks Close

Washington, July 14.
Chances of Senate ratification of
the North American Regional
Broadcasting Agreement, negotiated in Washington in 1950, appear favorable but a close vote on the issue can be expected. After three days of hearings last week before a Senate Foreign Relations subcommittee, headed by Sen. Charles W. Tobey (R-N.H.), it became evident that the clear channel forces, which have mobilized farm organizations against the treaty, made a strong impression on Committee members. Whether they can win over a majority of the Committee seems doubtful but it requires a two-thirds vote of the Senate to ratify.

FCC Chairman Rosel Hyde, who was chairman of the U. S. delegation of the Weighter of the After Weighter of the Senate to the the Senate the Senate to ear favorable but a close vote

chairman of the U.S. delega-at the Washington NARBA tion at the washington NARDA conference, put up a strong fight for the treaty. Taking issue with farm organizations opposing the Agreement, Hyde told the Com-mittee that "if their efforts are sucessful in defeating ratification, the must for what follows will be heirs—the interference they sufer will in a real sense be of their making—their responsibility will be in escapable."

that has been experienced on our clear channels in rural areas. It is the only effective method by which this can be done. It is the only effective method for preventing re-

WLW Hosts MBS Execs at Seminar

(Continued on page 28)

Selling Via 3-D

Filmdom's 3-D has finally found a place in the broadcasting industry. The depth technique is going to be used regularly by WNBC-WNBT, the NBC keys in New York, but in an unexpected manner.

Max Buck, stations' promotion manager, will use the 3-D technique in his sales promotion presentations, starting with the layouts on "Operation Chain Lightning," the stations' tiein with druggists throughout tiein with druggists throughout the state. He hasn't decided yet whether the depthies will be viewed through a storeout be viewed through a stcreoption or polaroid glasses.

ABC Seeks Place In Daytime Video Sun; Sets McNeill

supremacy may extend to daytime programming in the fall. Web's exces have started to work on a project to simulcast Don McNeill's "Breakfast Club," which airs in the east at 9 a. m; and to build a daytime schedule from that point. Network brass is alming at launching the "Breakfast Club" stanza in October, with the No. 1 objective currently the pacting of the show's AM sponsors to the teevee edition. Phileo and Toni sponsored the TV part of the 20th anni simulcast of the show on June 23, and are reported to be happy with

Show would comprise same ele

(Continued on page 36)

WQXR's 10% Biz Hike

outlet, has increased its time sales for the first six months of the year 10% over the similar period lost year, according to sales v.p. Not ammer hiatuses are fewer this year than last, and says sponsors are contended. year than last, and says sponsors are contracting for the fall earlier and in larger volume than in past

A. G. Spalding, Macmillan Co. cllents. In spec Oxford U. Press, Park & Tilford, maintain there is the French Govt. Tourist Office audience never and Air France.

COIN ELUSIVE

ing onetime special events on teleis the Boy Scout Jamborce, to be held at the Irvine Ranch in Southern California beginning this weekend and continuing through next-week. Event, biggest in some years to 3,000,000 Boy Scouts, their parents and other ex-Scouts and non-Scouts interested in youth, will be covered by CBS, NBC and ABC. Although it was offered for sale for institutional advertising, there were no takers.

Tele salesmen report that agen-es and clients shy away like attish colts from special-events and educational programs.

Tradesters believe, however, that the fault lies not so much in the agencies and clients than in an old-fashioned approach by TV sales-men. Latter, it's pointed out, have inherited from radio the old broadinherited from radio the old broadcasting concept of selling time or
a program. They are most eager
to sell the regular weekly quarter
or half-hour, settling out of TV's
economic necessity for alternateweek sponsorship and other recensales deviations from the old norm.
What's needed, it's felt, is a
change of thinking in tele salesmen,
They must be convinced—before

Need Positive Approach

Tele salesmen, some industry-ites believe, lack a positive apites believe, lack a positive approach in such special problems, especially since business is good in quarter and half-hour sales. Since they don't have to scramble for a living, they give up the fight on a tough problem.

Although it's true that some special tele series such as "Victory at Sea," "Conversations with Elder Statesmen," and "Adventure" have not been sold falthough "Victory"

ear than last, and says sponsors insiders say that tele salesmen, more than any other group, need to be shaken out of a thinking rut, in which they seal only time or Station, which devotes itself all slows. There are also special lost exclusively to classical music, events of national interest, and as signed new accounts and results of salesmen can pitch quotes from ewals-starting in September with saisfied customers to potential.

G. Spalding, Macmillan Co., clients. In special events, some

SPECIAL EVENTS | NBC Sets Ambitious '53-'54 TV Opera Roster; Britten's 'Gloriana'

Met's TV Overtures

The Metropolitan Opera is reportedly eager to present an opera once a month on tele-vision next season.

vision next season.

Company, it's said, is scouting the possibilities with ABC and CBS. NBC, it's understood, has no interest in the matter since the net has its own TV company company.

opera company.

Met collaborated on several "Omnibus" presentations on CBS-TV last season.

CBS The Winnah As 'Chronoscope'

"Chronoscope," the Longines-Wittnauer public-affairs interview show, will return to CBS-TV Aug. 17, but under net control and not, as in the past, when it was an out-side package handled by the Clark H. Getts and the Victor Bennett agencies. Show, which went on hiatus in June, will be seen in the same time, 11 to 11:15 p. m., Mon-days, Wednesdays and Fridays.

ago when the web accuca man programs in the general news field should be under the control of its-news and public affairs depart-ment, and it became uncertain whether, the show would come

Ander the present setup, David in the Carloun, Longines advertising executive producer of the program. Alan Carloun, Longines advertising execution to the produced and directed the show while it was under agency control, will return as producer-director. Charles Colling under the colling wood, net newsman, will be a regregated by the wills a worst panel.

Although show returns Aug. 17.
Collingwood won't be available until the program of Sept. 2. A fill-infor him until that time has not yet been, selected.

BBC Steps in Where U. S. Fears to Tread On Andrews TV Show Charles

naving sold his package to the BBC in England, but with no sale in the U. S. yet down?

Andrews it planing to Chicago ug. I to talk up the show with a itional advertiser who has ex-cessed interest in it since its BBC reem.

Flurry of Client Interest In NBC-TV Avem Entries

Fluory of activity over NBC-TV's new morning lineup of programs may bring a sale within the

Yields TV Control

"Chronoscope" the Longines

"Chronoscope" the Longines

"Chronoscope the Longines

BBC in England, but with no sale in the U. S. yet, despite one year of hard peddling here. His live F5-minute kid puppet show, retilled "Billy Bean," precured on BBC-TV last Thursday, 49. It is being staged there by Dayis Boisdeaux, one of England's best-known producers of England's England producers of England's England producers of England's England producers of England produ Days In M'waukee

week.

William Esty agency is pitching able and clock ratio un 200 "Hawkins Falls" at R. J. Reynolds over last year in the Milwauk for Camels, and Young & Runicam area. Repair shops are swamp is presenting "Glamor Girl" and, and the impatient set twiners a "The Bennetts" for General Foods told of the two to four-week wa approval.

Too Often Maid of Honor', R&R Captures Bride Status: Ruthrauff

What makes a TV bankrollerswitch ad agencies? There are at
least six reasons, according to
Bourne Ruthrauff, director of
Ruthrauff & Ryan, N.Y., but the
No. 1 reason is when the company
president finds that "sales have
dropped to Hades in a hat."

In an interview this week, Ruth in an interview this week, Ruthrauff said he felt he knew whereof he spoke about bankrollers juggling agencies. He admitted that in the past year, while his agency had made presentations to advertisers vacating their current house, "we've been maid of honor lots of times, but not the bride."

times, but not the bride.

However, he felt it was quite a coup when R&R recently snatched off the Sunoco Oil account, estimated at \$3,000,000 from Hewitt, Oglivy, Benson & Mather, R&R had persisted in wooing Sunoco, though it was generally regarded as a sure thing that the account would move over to Kenyon & Eckhardt, along with prez Andersen Hewitt, radio-TV director Cline Without City ton Wheeler, and the National City Bank account, all formerly with пов&м.

Ruthrauff said his agency's ra-dio TV business was "picking up all the time" since the Lever Bros". Rinso account a year ago left R&R for HOB&M. Well over an estiall the time," since the Lever Bros."
Rinso account, a year ago left R&R
for HOB&M. Well over an estimated 15% of R&R annual \$45000.000 billings is now in radio-TV,
including Wrigley's "Gene Autry,"
Helene Curtis' "Down You Go" on
DuMont, "The Arthur Murray
Dancing Party," Lipton's Frostee
on "Arthur Murray 's Talent
Scouts," Tintair, Glamorene and
Easteo on "Today," American Airlines on CBS-Radio's "Music Till
Dawn" and such spot accounts as Easteo on Assassine and CBS-Radio's "Music Find Dawn," and such spot accounts as Bosco, Frostee, Motorola, Chectos and Griesediek Beer.

How To Lose Biz

Among other reasons, Ruthrauff cited these for why bankrollers suddenly bid adieu to their agen-

cies:

(1) A shakeup in management
of the bankroller's company.

(2) When the bankroller doesn't
know precisely what he's looking
for in either advertising or the

agency.
(3) Poor "reporting and communications" between the ad manager and his radio-TV department.
(4) When the bankroller begins brooding that his agency's over-zealous vidfilm department has "put him into the movie business, without his prochaudicing, his ther than merchandising his roduct."

(5) When the agency, falling into long-time comfortable groove ith its account, begins sluffing

off on the job.
"I think the old reasoning that a sponsor changes shows and agen-cies, because of the whims of his wife, no longer holds," said Ruth-rauff: "But one human factor that still prevails on occasion is when (Continued on page 37)

Duane Jones 300G Verdict Appealed

Jones agency announced this week they have filed an appeal with the N. Y. State Court of Appeals in Albany. They are appealing the verdict last May of the Appeals in In the case of CBS-TV have qualitative year-awarding Jones \$300,000 damages during "Ill Buy That" cross-the-boarawarding Jones \$300,000 damages during "Ill Buy That" cross-the-boarawarding Jones \$300,000 damages during "Ill Buy That" cross-the-boarawarding Jones \$300,000 damages can see a reasonable facsimile of group had conspired to wreek his business by pirating his accounts week, and influencing key personnel to resign.

Thomas J. Boyle, attorney Jones, says he bear a says he bear and several to the property of
they did not benefit from the recase of CBS-TV dissipating the lagreement is with them on the TV aulte of one of its major Sunday issue rather than with the general roll issue rather than with the general conclusions of our National Executives.

It's expected that both appeals right high-rated, commercial entires, and the general conclusions of our National Executives.

Similarly, the easy way out taken by NBC-TV in its bid to get a council meeting last Mondants include Joseph Scheidler, taken by NBC-TV in its bid to get off the daytime hook in video accommendation. The property of the daytime hook in video accommendation of the same with all-too-frequents on Sykes was voted veepee to willingness to settle for the "let's- fill out Higley's term.

NARTB Treaty

Continued from page 27

turn of the interference in the

Referring the opposition by WJR in Detroit and KFI in Los Angeles, whose signals receive "less than ideal protection" under "less than ideal protection" under the treaty, Hyde asserted: "I would submit that this hunger for a lit-ile bit more on the part of two sta-tions would hardly be a sound basis for throwing away all that our whole broadcasting service of more than 2,500 stations will gain from the new Agreement." more than 2,500 stations w from the new Agreement."

Although the "clears" line up over 20 witnesses in their behalf, the FCC was not without support on its NARBA stand. Backing up Hyde was Sen. Edwin C. Johnson (D.-Colo.) who told the Committee that without an agreement to regu-late use of frequencies among the North American nations, the "law of the jungle" will prevail.

of the jungle" will prevail.

Others who appeared in behalf of NARBA were William Lodge. CBS yeep in charge of engineering: Frank Marx. engineering veep for AB-PT; E. V. Huggins, prexy of Westinghouse Badio Stations; John E. McCoy, for Storer Broadcasting Co.; Elliott M. Sanger; exec yeepee for WQXR, New York; Paul R. Bartlett, prexy of KFRE in Fresno, Calif; Joe Dumond, prexy of KXEL in Waterloo, Iowa; T. A. M. Craven, Washington consulting engineer; Andrew W. Illaley, for various radio stations; sulting engineer; Andrew W. Haley for various radio stations Haley, for various radio stations Earl Cullum, consulting engineer and Leonard H. Marks, represent-ing the Daytime Petitioners Assn

WLW

Continued from page 27 a community advisory council of 2,800 residents stratified by in-come which is surveyed periodi-cally for audience preferences and

product analyses.

Merchandising is the biggest Merchandising is the biggest single effort employed by the sta-tion in selling radio, with 2,300 displays in various stores, plus its POP Plan (Point of Purchase) un-der which it pays 411 grocercies and 150 drug stores to put up disand 150 drug stores to put up displays of WLW sponsors' products and advertise; those products in space media. Station also services retailers and wholesalers with a monthly trade topics publication and has regular trade mailings. Station employs field reps to constantly, service all outlets using display material.

Besides O'Neill, contingent included J. Glenn Taytor, Mutual and General Toleradio v.p., Mutual and General Toleradio v.p., mutual programming veep Herb Rice; web's advertising director, Jim Tyler; sales development manager Fred Schneier; promotional opera

Fred Schneier; promotional opera-tions manager Murray Danish; Sid Allen, Jack Tallcott, Jim McElroy, Wally Duncan and Howard Cann of the web's N. Y. sales staff and six of the web's Chi sales staffers.

round values.

In the case of CBS-TV's morn;
"that
ing "l'll Buy That" cross-the-boarder, it's a case now where viewers
can see a reasonable facsimile of
"What's My Line" five times a
ever

and inducencing any resign.

Thomas L. Boyle, attorney for pleasing personalities, in peal to reinstate judgments against cluding emcce. Mike Wallace, Frank J. Burke, Jr., treasurer of Vanessa Brown, Hans Conroid, Au-Manhattan Soap Co., and Robert Hayes, former prez of Duane-Jones lead, giving it a strictly pro Co. Appellate Division released veneer. But by the very glibness these two from the original litigation on their own contention, that they did not benefit from the results of the "conspiracy."

That uas a succession is with a panel of pleasing personalities, in panel of pleasing personalities, in and cross-the-board exposure of the stanza and its panelites, it's a case of CBS-TV dissipating the value of one of its major Sunday night high-rated, commercial en-That' has a strictly big league for nighttime aura about it with a appanel of pleasing personalities, instituting emece. Alike Wallace, of Vanessa Brown, Hans Conrold Aupert drey Meadows and Albert Mooremes head, giving it a strictly proceed to the control of t

give-a-lot-of-money-away" formula. Specifically, NBC had made much, publicity and promotion-wise, of its new morning program entry, "Glamour Girl," which, as it turns

"Glamour Girl," which, as it turns out, is nothing more than a rehash of the Cinderella motif ("Queen For a Day") with the daily ante upped to a \$4,000 valuation in giveaways. Whether or not this summer will be as productive as the last one in terms of unearthing a major comedy personality still remains to be seen. (The Wally Cox "Mr. Peepers" show originally preemed doing fill-in duty last summer on the NRC-TV-Ford Dealers show pendfill-in duty last summer on the NBC-TV Ford Dealers show pending the preem of the Screen Gems vidpix series, with Ford subsequently relinquishing the "Peepers" property. But it wasn't metil Descriptions quently reiniquisning the recepts property. But it wasn't until Reynolds Metals picked it up last fall that Cox became established as one of the major new attractions on the TV spectrum.)

on the IV spectrum.)
There have been high hopes around CBS that Larry Storch would be the summer 53 find, but last Saturday's how of the Storch show failed to indicate any such suffilment.

RWG Dissolution Seen Possible In **ALA-TWA Scrap**

Clash of opinion between the Radio Writers Guild, which wants one broadcasting guild for radio and television, and its parent body, the Authors League of America. Inc., which wants two separate guilds, has reached the point where the possibility has been projected that the RWG may be dissolved as a result of elections to determine bargaining agents at the end of current contracts.

dissolved as a result of elections to determine bargaining agents at the end of current contracts.

The newly-formed independent inion. Television writers of America, recently won jurisdiction over freelance television network writers, in an NLRB election, in which the Screen Writers Guild of the ALA was defeated.

Possibility of RWG dissolution was brought up in a letter to members sent this week by Hector Chevigny, RWG national prexy, reporting on a meeting held by the gild's National Executive Committee June 27 and 28. Copy of the letter was sent to the League's officers and council members.

Letter revealed that 92.5% of the RWG membership (of whom 65.5% write both radio and TV, 14.15% write radio only and 19% write TV only), in answer to a recent questionnaire, want one broadcasting guild. "To this end," Chevigny wrote.

broadcasting guild.
"To this end," Chevigny wrote

"To this end," Chevigny wrote, we hove to promote a reapproachment, between the League and TWA which will brine the latter into the League, possibly as a replacement for RWG."

placement for RWG."

If the League-TWA get-together does not materialize. Chevigny said RWG policy is to continue seeking one guild — "within the League if possible, outside if precessary."

In the absence of a League solu In the absence of a League solution to the TWA problem, RWG members may have an opportunity to determine their choice in bargaining agents through elections at the expiration dates of contracts. New York staff contract, that of the largest group, ends Oct. 1. RWG's two freelance contracts expire May 15, 1954.

Meanwhile, Philo Higley, vice president of RWG's Eastern Region, had resigned.

"It is my conviction." Higley words in a letter to members

gion, had resigned.
"It is my conviction." Higley wrote in a letter to members.
"that all writers in whatever field belong in the same organization—which makes me. I suppose. League-minded." Unhappily, however, the League has advanced no ation appears largely dictated by resentment and seems chiefly to take the form of nunitive action. At the same time, I am not willing to support the steps envisaged by an apparent majority of our own Council members. My chief disagreement is with them on the TV

Television Chatter

New York

Charles (Bud) Barry, NBC programming chieftain, to Duxbury, Mass., with family (daughter is home from school in Switzerland) for vacation. Ballerina Tamara Toumanova inked by Max Llebman for her TV debut on first program of "Your Show of Shows" next season. Leonard Meyers, NBC drumbeater for musical shows, back from two-month tour of Italy and France.

shows, back from two-month tour of Italy and France.

Edward R. Murrow embarks from England this week after a three-week vacation at Cornwall. Soon after arrival in N. Y., he's bound for Hollywood, where he'll line up several guests for his new 'Person to Person' Iele show, and the Pacific Northwest this boyhood home), where he'll shoot a lumber story for "See It Now." It was virtually CBS-Television Day at Fire Island last weekend when pub relations chief Dave Jacobson hosted his staff.

Ellis Moore now trade editor at NBC press. Latter department has two new staff-writer additions: Mike Horton, formerly with the Paris Herald-Tribune and Washington papers, and Arthur Settel, ex-Christian Science Monitor and London Daily Express . Militon Berle entrained for Las Vegas for his two-week personal appearance stint . Bob Gray a new writer in the NBC script dept. CBS-TV mag flack Dorothy Loeffer leaves on trip around the world next week in connection with "Wheel Of Fortune" junket to find out if GI's around globe are getting proper mail, etc., treatment from home. United Television Programs transferred Harlan Howe from the

United Television Programs transferred Harlan Howe from the Northwest territory to the New

United Television. Programs transferred Harlan Howe from the Northwest territory to the New York sales office. Art Baker, "You Asked for It" host, back to the Coast after a two-day Gotham visit. H. Joseph Sarlin named New England regional sales manager of the receiver division of DuMont Labs. Paul N. Robins, general manager of Television International Co. and president of Library Films, sailed for Europe on the Liberte last week for a seven-week business trip. George Foley's "Freedom Rings" package on CBS-TV is probably, the only show with a house organ of its own, printed every month for cast, agency and network personnel. Bob Brahm appointed eastern sales manager for Screen Gems, which he joined in April, moving from UA-TV Levy Bread extended its spensorship of Taylor Grant's news show on WABC-TV from three to five days a week.

Ralph Paul signed for announcer on NBC-TV's "Sound Stage" for

from three to five days a week, Ralph Paul signed for announcer on NBC-TV's "Sound Stage" for Campbell soups. ... Glenn Hasselrooth, charge of film continuity at WCBS-TV, N. Y., off this Friday (17) for a four-week vacation, visiting folks in Oregon ... David Opatoshu, who just finished a gangster role in the Fernandel film "Public Enemy Number 1." will play one of the leads in Paddy Chayefsky's "The Big Deal" in Goodyear TV Playhouse Sunday (19) J. L. Van Volkenburg, CBS-TV prexy elected member of board of directors of the Advertising Federation of America.

Bert Schwartz of CBS-TV press

Bert Schwartz of CBS-TV press info moving over to Young & Rubi-can Aug. 3 ... Gary Stevens has joined the Walt Framer organiza-tion . Jim McKay has replaced Bill Leonard on "The Port Is My Story" program on WCBS-TV, N.Y.

Story program on WCBS-TV, N.Y.
WPIX night manager and newscaster John Tillman addressing the Brooklyn Rotary Club today (Wed.) on "Behind the Scenes in TV News" at the St. George Hotel Hal Thompson moving over from WOR-TV to Sandy Howard Productions as associate producer of "The Merry Mailman" on WOR radio, and teevee. Academy TV Productions completed filming of the first six of a series of new formats starring Gene Raymond for P & G's "Fireside Theatre" for the fall. Arrow Productions named Charles Alsup and Don Kerr to landle sales in west and southwest and in New England on "Ramar of the Jungle" and Arrow's new "Peerless Package". Rudy Burns, formerly writer producer, with Armed Forces Radio in Hollywood, flying to Europe Friday (17) to film a series of five-minute interviews with Gls and tourists on the Continent. Series will be tagged "International Mike."

Chicago

for the first time at the 7:30 to 8 p.m. slot on Tuesdays... NBC-TV sales chief John McPartin to Michigan on vacation... Russ Reed of "Hawkins Falls" cast to play the comedy lead in "Brigadoon" at the suburban Music Theatre starting July 28. Studs Terkel and Chet Robel to preem a new show on Aug. 3 via WBKR. Set for the 10 to 10:30 p.m. slot each Monday opus will be bankrolled by Corina Cigars thru Guenther-Bradford... NBC-TV's "Mr. Wizard." Don Herbert, the subject of a photo feature story in Aug. McCall's mag. "Quiz Kids" moved to 6 to 6:30 p.m. spot on of a photo feature story in Aug.
McCall's mag. "Quiz Kids"
moved to 6 to 6:30 p.m. spot on
Sundays... Harry Coon from floor
manager to producer at WBBM-TV
... "Rootie Kazootie" moved to
the 5:15 to 5:30 p.m. slot on WBKB
... James Troy named web TV
program supervisor at, NBC.
"How Does Your Garden Grow?"
emcee John Ott to be featured on
a five-minute segment once a

"How Does Your Garden Grow?"
emoee John Ott to be featured on
a five-minute segment once a
month on NBC-TV's "Today" starting on Aug. 3. Vet Chi newsman. Jav McMullen featured on
"Police Reporter" cross-the-board,
crime news feature on a staggered
time sked via WBKB. Show is
stoonsored by Sandra Motors thru
Hathorn - McNeely agency.
WNBQ to present a one-shot "Golf
Champions of the World" with
Alex Diere interviewing polf pros
who will be in evidence for Tam
O'Shanter play Aug. 4. Dean
Milk Co. bankrolling half of "Animal Playtime" three times a week
thru Leo Burnett . John Conrad's "Sunday Funnies" extended
to half-hour format "Kukla,
Fran and Ollie" producer, Beulah
Zachary vacationing at home in
Brevard, N. C.

ABC Clearance

Continued from page 23

pected that 162 of the top 200

pected that 162 of the top 200 markets will have television, with a total of about 231 stations on the air. Likewise, before the freeze, 40 of the nation's 64 markets were single-station, while by the fall, it's expected that the same 40 markets will contain 76 stations. ABC-TV's projected lineup of affiliates for the fall includes (on a tentative basis) 31 VHF stations that will carry web programming live; 23 UHF stations carrying live shows; 51 VHFers carrying live or kinnie and 19 UHF scheduling live or kinnie. Another eight stations had not been categorized yet.

Increased availabilities stem orized yet. Increased availabilities

gorized yet.

Increased availabilities stem from a number of factors—signing of non-primary affiliates in multistation markets, of course, is the primary one and the reason foreasing of the situation on all webs. But ABC's radio affiliations are beginning to pay off—KCMO is the ABC outlet in K.C.—and as the FCC logjam begins to break, more and more ABC radio affiliates are expected in the TV area. Another factor is the new talent the web is dangling before sponsors and stations. And finally, the web is out to snare key affiliates via improved free time and station repayment clauses in affiliation contracts.

Alcoa's TV 'Youth' Show Pending Murrow Return

with "See It Now" taking an additional five weeks hiatus. Alcoa has decided to fill the program's fiew CBS-TV time period, 10:30 to 11 p. m. Tuesdays, with a new news panel show, "Youth Views the News," beginning Aug. 13. "See It Now" will return to the air Sept. 22.
"Youth" program as CBS TV

Youth" program: a CBS/TV "Youth", program, a CBS-TV package, will have four high school or junior college age students, selected by schools all over the courty, discussing the current news of the week with moderator Marc Cramer and a guest news commentator (from the web). Youngsters will be flown to New York for the show."

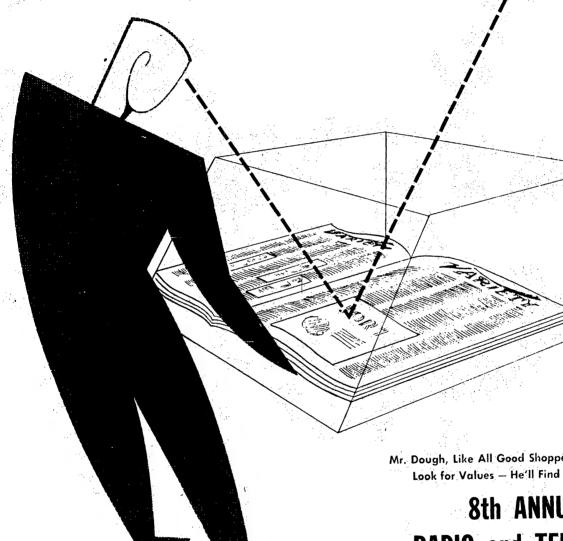
Newsman on the first program will be Charles Collingwood, Cra-mer is also co-producer with Dovid Zellmer. Don Hewitt will be the director.

Chicago

Dana Campbell from Henri,
Hurst & McDonald to WBBM-TV
in promotion dept . DuMont's
"The Music Show" fed to the web
from Chi for several weeks now
to be viewed in the Windy City

Norfolk—Clyde F. Meades, account exec at WGH since 1937, has
been named commercial manager
of the ABC affiliate by v.p.-general
manager Edward E. Bishop. He
replaces Edward E. Edgar, who re-





Mr. Dough, Like All Good Shoppers, Knows Where to Look for Values — He'll Find the Forthcoming

8th ANNUAL RADIO and TELEVISION

Special Edition of Variety

(To Be Published in July)

exceptionally useful, since it is designed to act as THE buying guide for the new radio and television season.

Your advertisement in this Special Edition establishes for you a ready reference to your station, name, talents, radio and TV background. Make your advertising space



154 West 46th Street, New York 36 612 No. Michigan Ave., Chicago 11

6311 Yucca Street, Hollywood 28

PARIETY the showcase for Radio and Television

TELEVISION REVIEWS

led little defense, ting was informal, in a livroom atmosphere, with the two
sitting opposite each other
ss a small table, chatting
ly. Bron.

BERLIN: WINDOW ON FEAR With Henry Cassidy, narrator Director: Charles Christophson. 30 Mins; Wed., 8:30 p.m. NBC-IV, from N. Y. NBC's News and Special Events Dept. did itself proud last week (8) with the presentation of a television documentary on Dertin, pegged to the riots in that gity's eastern, Red-occupied quarters.

Tele Follow-Up Comment

Gloria Swanson fronted a spotty lemma. It gives meaning to the votal of "Arthur Godirey And death of 25,000 soldiers in Korea." for of New York's is Friends, on CBS-TV last Wedesday (8). The high spots were mose in which the poised actress vision, performed her moderator some in which the poised actress functions with her customary winders of the content of the customary winders of the content of the customary winders of the content of the customary winders of the customary win the customary winders of the customary winders of the customary

unctions with her customary winning charm.

"Adventure," the CBS-TV Sunday early-evening program (6 to 7 p.m.) presented in cooperation with the American Museum of Natural History, has been on the air for 10 weeks now, and finally could be said to have hit its stride. After the initial show, in which some tele production gimmicks were tried with bad effect (it was like gilding the lily of honest, factual presentation), the series has become a sober, straightforward delivery of some rather fascinating, dramatic and exciting information embodied in the people and the activities of the museum.

In the past several weeks, "Adventure" has offered at least two rousing adventure stories one a documentary on an explorer who was lost in the Brazillan jungles (re-creation not only had maps and films but also a filmed interview with the explorer's son in London and an audio report on latest investigations from Brazill, and the other an engrossing retelling, with maps, charts and photographs, of the Bounty mutineers who settled and peopled Pitcairn Island with their half-English, half-Polynesian descendants.

Program has proved that it can come up with actuality adventure stories which, incidentally, are presented with admirable restraint in the best tradition of newsmen gathering facts, but it also proves week after week, that adventure can be found in the natural phenomena of the world around us.

was on a little too long. But he knocked himself out in a generally amusing, above-average turn of (Continued on page 37)

"Real new pix in town. Once Keating develops some camera ease, series will be a help to viewers who was to get away from their sets.

"Gros."

THE EDDY ARNOLD SHOW
With The Dickens Sisters
Producer: Ben Park
Director: Dave Parker
Writer: Marvin David
15 Mins; Tues., Thurs., 7:30 p.m.
CO-OP

NBC-TV, from Chicago

As a summer filler for Dinah Shore, NBC-TV has slotted coun-try singer Eddy Arnold in the Tuesday and Thursday 7.30 p.m. spot, giving the web a cross-the-

IT PAYS TO ADVER TV-ISE
With Ed and Pegeen Fitzgerald
Director: Manny Warshaw
30 Mins.: Sun., 9:30 p.m.
WABC-TV, N. Y.
N. Y. department stores are currently getting a strong cuffo advettising ride via this half-hour Suday night entry over WABC-T

SUMMER TIME U. S. A.
With Teresa Brewer, Mel Torme,
Ray Bloch Orch, Honeydreamers
Producer: Richard Lewine
Director: Jerry Shaw
15 Mins., Tues., Tuers., 7:45 p.m.
GENERAL ELECTRIC
CBS.TV, from New York
(BDD&O)
"Summer Time U. S. A." is
everything a hot weather filler
should be—bright, breezy and refreshing. With Teresa Brewer
and Mel Torme at the vocal helm
the quarter-hour songfest skips

the quarter-hour songfest skips along at a pleasant pace in a slick production backing. There are sure to be plenty of fans who'll be sorry to see it go when it steps

be sorry to see it go when it steps aside for the returning "U. S. A. Canteen" Sept. I.

Both Miss Brewer and Torme project youth and bounce with a captivating sparkle. Thrush, who made her mark via the platter-route, is just as sock in "live" renditions. She belts 'em out with plant of drive building each entry inc. Is that as sock in the reinforms. She belts 'em out with only of drive building each entry to a winner. Petite and trimcked out in blue jeans on show ight Thursday (9), she's easy to ke at, too. Torme is a smooth list who knows what to do with build lyric Especially strong on Note" on the Thurs-Ray Bloch's orch and ombo backing of the eydreamers gave at mounting oducer Richard Lewine has it together with taste and dir Jerry Shaw rates a nod for Gros. dreamers gave the numbers

WONDERFUL JOHN ACTON
With Harry Holcombe, Ian Martin,
Pat Harrington, Virginia Dwyer,
Jane Rose, Ronnie Walken,
Robert Sullivan, Lou Gilbert
Producer: Edward A. Byron
Director: Grey Lockwood
Writers; Byron, Martha Wilkerson
Robert J. Shaw, William Kendall
Clarke
Music: John Cont

Clarke Music: John Gart 30 Mins., Sun., 10 p.m. Sustaining NBC-TV, from New York

keeping it gay.

Wonderful John Acton," new family-situation dramatic series, is a charming, nostalgic re-creation of the life of an authentic Irish-American tribe in a Kentucky town

American tribe in a Kentucky town on the Ohio River back in 1919. Family introduced is that of the John Acton of the title, court clerk and proprietor of a general store; his brother Terence, who runs the store; his sister Bessie; his widowed daughter Julia and her 12-year-old son Kevin. Viewnount is that of the boy Kevin. view point is that of the boy Kevin, now grownup but invisible, looking back

grownup but invisible, looking back on a happy childhood.

For all of the family, Ian Martin, as Uncle Terence, ran away with the first program. His full-bodied acting of a kindly, warmhearted ne'er-do-well, who can't keep the store's books balanced but continually offers small kindnesses, to children, brought a familiar loveshie character to life.

First storyline was a bit too convex, with focus on a new-fangled of register, "negotiated" by cle trenere, that got stuck and to be opened by a picklock rrowed from jail. The crew of iters—Edward A. Byron. Marthalkerson, Robert J. Shaw and lliam Kendall Clarke—does best in teoncentrates on character lineation, as it did with Martin's renec.

elineation, as it did with Martin's creence.

Presumably the rest of the amily will be presented more ally in subsequent stanzas—altough it's difficult to see how the riters will be able to deemphasize he character of Terence—but in the first program the cast, excepting Martin, did little more than stablish their physical presence. Larry Holcombe, as John; Virginia wiyer, as Julia; Jane Rose, as essie, and Ronnie Walken as evin are the regulars. Lou Gilert, Pat Harrington and Robert ullivan did well in minor roles. Story is taken from semi-autolographical reminiscences of

graphical remnuscent directoron, vet radio writer-directoron, vet radio writer-directoroducer, who produces this tele
ies, and is helped immensely in
nosphere by the lower middless, of vesterday sets of Richard
y and the lilting Irish musical
y ompaniment of John Gart's
bup. Grey Lockwood did a
nooth directing job.
"Acton." while working a differt vein than "Mama" or "The
oldbergs," seems to have struck
e same mother lode of family
e same mother lode of family

Warnth and nostalgia. Program to seen on the network on Sundays at 10 p.m. is aired in New York on on Mondays at 7 p.m., due to a WNBT, me commercial commitment on the Sunday time,

MEET YOUR CONGRESS
With Blair Moody, moderator; Sen.
Paul H. Douglas, Rep. Jacob K.
Javits, Sen. James H. Duff, Sen.
A. S. (Mike) Monroney
Producer: Blair Moody
Director: Vic Guidice
30 Mins; Wed., 9:30 p.m.
Sustaining

Sustaining DuMont, from Washington

Sustaining
DuMont, from Washington

Blair Moody, the former U. S. senator from Michigan, seems to have a promising package designed for the politically conscious citizenry in "Meet Your Congress."
The panel show, which preemed on DuMont last Wednesday (8), pits two Republican against two Democratic solons on hot issues of the day, Considering Moody's experience in the Capitol as a journalist and politice, he shouldn't have much trouble lining up the important Congressional personalities. He doesn't let his past partisanship as a Democrat interfere with his sobjective moderating, and his package might well be sold to a news-magazine or a corporation for isponsorship.

The topic on the initialer, "The Tangle In Korea," stirred up a lot of steam among the participants. Some of the more colorful utterances were made by Sen. James H. Duff, the elderly Republican from Pennsylvania. "We've had a bear by the tail for the last three years and don't know whether to let go," he said. He was opposed to the Eisenhower Administration's present truce negotiations because "We have overestimated the strength of the Russians" and "We be said to he is sendous provided the series have have overestimated the strength of the Russians" and "We be should be a month. Problem was a wife's problem for one provided to accuse the name of the proved guilty of a crime, while when their son's dog was poisoned, and the husband refused to accuse the man next door, who lind extensible distributions about personal truce negotiations because the man next door, who lind extensible distributions and the husband refused to accuse the man next door, who lind extensible distribution to the solution of the Russians" and "We be also the first of the series of the man next door, who lind extensible the series of the man next door, who lind extensible the series of the man next door, who lind extensible the series of the series of the series of the man next door, who lind extensible the series of the man next door, who lind extensible the series of the mor

to the Eisenhower Administration's present truce negotiations, because in the ave overestimated the strength of the Russians" and "We are in the position of dealing over the heads of our Allies with an enemy we distrust." Yet he was also opposed to the Truman Administration's handling of the Korean affair, because it reached a standoff which didn't really seem to be "striving for victory."

Sen. Paul H. Douglas, the Illinois Democrat, delivered verbal blows that were frankly partisan. "If Truman or Acheson had negotiated the same truce nogitations that Eisenhower has," he said, "every Republican in Congress would demand that they be impeached for treason." He maintained the Democrats were displaying more "sportsmanship" than the Republicans had, and were "resculing" lke from his own majority party. He sniped at the Eisenhower Administration for its "passive" neglect in failing to deliver its "much celebrated psychological warfare" to those in spontaneous uprisings currently against the Republican from N. Y. mentioned in the New York Citik was were to the Republican from N. Y. mentioned in the husband refused to accuse when mext door, who had expressed his dislike for the dog, and the husband was defending an accused the man next door the fact that the husband was defending an accused to the argument.

When the is son's dog was poisoned, and the husband was defending an accused the man next door the fact that the husband was defending an accused washing the man read dor to the argument.

When the ison's dog was poisoned, and the husband was defending an accused the man fext door the fact that the husband was defending an accused to the washit the man next door.

When the wise found that it washit husband was defending an accused the washit the man next door.

When the wise found that it husband was defending an accused washit the man next door.

When the ison's like for the dog to the argument.

When the ison's like for the dog to the argument.

When the insolate to fact the washit the musband was defending an a

Reds in the Iron Curtain satelite countries.

Rep. Jacob K. Javits, the Republican from N. Y. mentioned in the New York City mayorally campaign recently, felt that the Administration "is doing the right thing in Korea." He felt "We've got to husband our strength" for combats in places like Indo-China, and "We've got to keep our eye on the ball to make sure that great patriot. Syngman Rhee, doesn't run us."

Sen. A. S. (Mike) Monroney, Democrat from Oklahoma, although realizing it was easy to criticize, said the Republicans and Democrats ought to join in writing a better truce settlement than the

said the Republicans and Demo-crats ought to join in writing a better truce settlement than the present one. He still felt bitter about how the Republicans alleged-ly tried to stymie Truman's peace-making efforts: "The Democrats are prepared to play ball with the Republicans," he said, "but the Republicans then wouldn't play-ball with the Democrats." Rask. Rask

EXPERIMENT
With Herb Anderson, Bob Erickson
Producer-director: Dick True
Writer: Anderson
30 Mins.; Sat., 2:30 p.m.
Sustaining
KSTP-TV, Minneapolis
On its merits here is a novelty
and variety show revolving around
platter spinning, but with a number of original twists, which seems
destined to find a night spot and
realist a sponsor. It provides a
half-hour of quiet relaxing entertainment in an intimate, informal
and unpretentious fashion. Combining tunes via records and otherwise with unusual film shots and
a dash of live talent, program
stacks up as a pleasing if none tooexciting melange, calculated to
build and hold a sizable audience.
Show stars Herb Anderson, a
good-looking, personable chap
with a passable singing voice, an

e namues his disk jockey, em nd other chores neally, inje ome homespun wit into his nd, best of all, generates a frie ness that dialers are likely elish.

ent along with the Anderson commentaries, brief film sequences. Verbal bridges scripted by Roband disk jockeying. The aim is to ert Paul Smith were effective play

(Continued on page 34)

CAMPBELL, SOUNDSTAGE
(Innocent Till Proved Guilty)
With Leora Dana, Paul McGrath,
Jack Livesy, Glenn Walken,
Ethel Remey, others; Ralph
Paul, announcer
Producer: Martin Horrell
Director: Garry Sinngson
Writer: Frank P. DeFelitta
30 Mins., Frl., 9:30 p.m.
CAMPBELL SOUPS
NBC-TV, from N. Y.
(Ward-Wheelock)
Camphell Souns which deemed

ous for the occasion. Chain.

NOTHING BUT THE BEST
With Eddie Albert, Louis Armstrong, Lee Wiley, Vera Zorina,
Mambo Knights
Producer-director: Bob Banner
Writer: Robert Paul Smith
30 Mins. Tues. 9 p.m.
PROCTER & GAMBLE
NBC-TV; from New York

The Lag "summer replacement" is a misnomer for "Nothing Butthe Best." It can stand up with the best of the la-season productions, and deserves a longer life than just filling in for the vacationing "Fireside Theatre." Bast-

The Jas is a misnome? The Best." It can stand the best of the in-season productions and deserves a longer life han just filling in for the vacationing "Fireside Theatre." Basscally a variety show, it's heads and shoulders above many of the current vaudeo offerings by dint of slick production techniques and topflight scripting. It's a sure betting the standard product whether it's product, whet

Smith I mood-setters.

MEDALLION THEATRE (The Decision of Arrowsmith) With Henry Fonda, Diana Douglas, J. Scott Smart, Juano Hernandez,

With Henry Fonda, Diana Douglas,
J. Scott Smart, Juano Hernandez,
others
Producer: William Spier
Director: Ralph Nelson
Adaptor: Tad. Mosel
30 Mins; Sat., 10 p.m.
CHRYSLER CORP.
CBS-TV, from N.Y.
(BBD&O)
Sümmer TViewing is not altogether moribund when it can come through with a "Medallion Theating" of the sponsoring Chrysler's Corp.'s intensitions, the series could become a long-sticker and assume the qualitative proportions of the carly "Studio One." once - under the experting of Tony Miner, now working in NBC pastures the foremost drama property of CBS-TV.
It was in the high level production and the zealous attention to detail that the bubonic plague incident in Sinclair Lewis "Arrowsmith" came (brough as a major television performance. In its fluid, swiftly changing secues segueing to unusually realistic exferiors and interports by designer Sam Leve, "The Decision of Arrowsmith" took on the, mantle of the best type of Hollywood job, physoed by the property of the land of a minite defined in sinclair Lewis "Arrowsmith" came (brough as a major television performance. In its fluid, swiftly changing secues segueing to unusually realistic exferiors and interports by designer Sam Leve, "The Openion of Arrowsmith" took on the, mantle of the best type of Hollywood job, physoed by the page.

whole was tied together in the laplantully tedious, stow-moving punctuating musical score and in sketch, or in his opening standup. a Calypso chant by the natives in comedies bemoaning the loss of a farewell to Dr. Arrowsmith the wallet with \$62. Storch displayed latter played with his usual reliability by Henry Fonda. The good support included attractive Diana Douglas as his wife who succumbs to the plague and J. Scott. Smart and Juano Hernandez as veterant islanders concerned with the health of the community.

Chryster's pattern on the community. Chryster's pattern on the community mercials was hardly less lofty than the show proper. The auto manufacturer will rotate the one-a-week, but he show proper. The auto manufacturer will rotate the one-a-week, but might have been saved bad Storch been alle to break out of his shell. But the end result, particularly in the barbeaue scene, was a disapplugs among Plymouth, Chryster, Dodge and De Solo, with names, fronting the spiels. On the first-ups show was Robert Mercill to, head up the vocal dept, with the international time of My. Line?" and actor-producer girls, bore the brunt of the full-line first powers.

THE LARRY STORCH SHOW ith Robert Merrill, guest; Ra Bloch orch, Milton Frome, Mil dred Hughes, George Ives George Marin, Tomi Romer

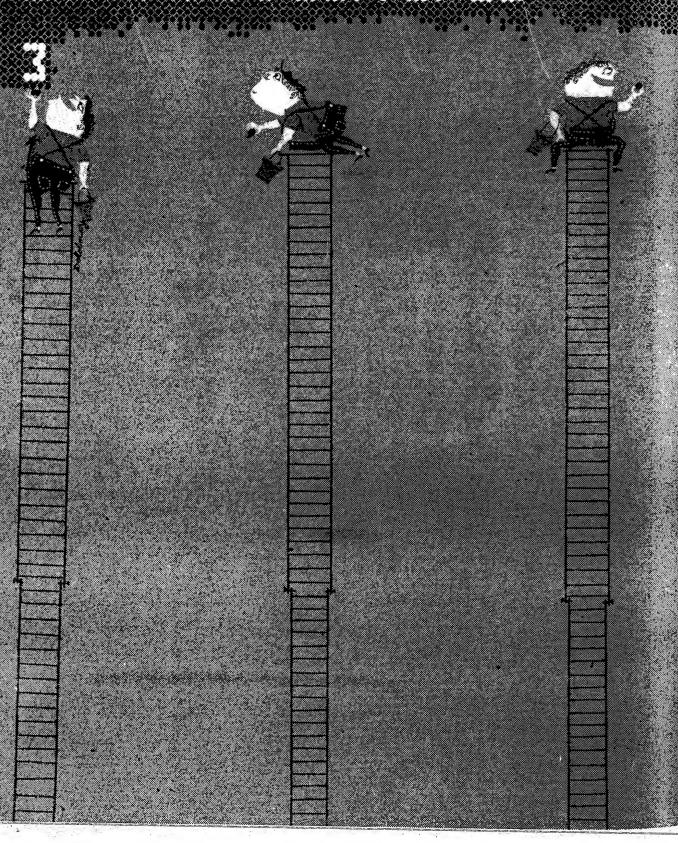
DOTTIE MACK SHOW
With Bob Braun, Colin Male
Producer; Jackson Lauber
Director: Abe Cowan
30. Mins., Tues., 8 p.m.,
WELCH'S WINES
Du Mont from Cincinnati
Like the product she's plugging
on this new eight-week scries Dollie Mack improves with age. Same
gags for her wound mach.

January Love, Web Mes Logan" and "How Do You Speak Logan" and "How Do You Speak to An Angel" in style stone He and Male were terrific in a take off of "The Butcher Bo." with a fish pushcart and other properties.

the panto routine, major visual over her slendersarms. Credits als play was put on scated teammates seem to be due the artists initiate Jess.

LNETWORK COVERSGE

Z.HOWES DELIVERED





NBC programs reach the largest audiences in television

Day and night, the average NBC program consistently reaches more homes than those of any other network,

The average daytime program on NBC Television reaches 448,000

• more homes than the No. 2 network. NBC's average nighttime program tops the second network's average program by 1,224,000 homes.

	NIGHTTIME	NBC	NETWORK #2	NETWORK #3	NETWORK #4
	AVERAGE NUMBER OF HOMES DELIVERED	6,556,0	5,332,000	3,173,000	2,131,000
Γ					
	DAYTIME	NBC	NETWORK #2	NETWORK #3	NETWORK #4
	AVERAGE NUMBER OF HOMES DELIVERED	2,882,6	2,434,000		

The network delivering the largest program audiences offers the best opportunity for the success of any program, for any advertiser. This is a very important reason why NBC is America's No. 1 Network.

Next week ... further proof.

NBC's Audience Advantage is to Your Advantage... Use It.







TELEVISION

a service of Radio Corporation of America

SOURCES: Nielsen Television Index; January-April, 1953, Averages
NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company,
*No comparable daytime network service

Television Reviews

Continued from page 31

Sally Alger does the adaptations possible from its predecessors and to showcase the best local talent including novelty acts and even plikiciand and other small bands. Some programs lean more heavily to the flesh performers and convert the flesh performers and flesh performers and convert the flesh performers and convert the flesh performers and convert the flesh performers and flesh

WRGB pickups this summer of trotting events and interviews a lattle humor in his sermonizing; concern the producers: Malcolm D. Kriger, Robert Fuzy Director: Malcolm D. Kriger, Students of Syracuse; N. Y.

Students of Syracuse; N. Y.

Students of Syracuse University's Radio-Television Center have come up with an interesting weekly children's quarter hour designed for TV audiences in the 3-to-10 age bracket. As a juvenile summertime programmer, which bowed June 15, the show brings a few mew touches to the traditional fairy tale yarn-spinner.

Each week's program features a traditional story or original told by the use of drawings. The central character, "Uncle Dick," opens the narration and takes the kids on a fairyland trip on which they meet such familiar folk as Cinderella, lack and the Beanstalk, etc. Voices enacting the various people in the tales are heard in the background as the sketches unfold the action. Format of the show was originated by Malcolm D. Kriger of Baltimore, a U. S. TV student.

had an interesting story to tell, and Lee Wallard, area resident and 1951 winner of Indianapolis automobile classic. He is now promoting car races. ing car races.

Inside Stuff—Television

An unusual and unexpected pitch for the United Cerebral Palsy Fund on the Paul Dixon show on DuMont last week flooded switch-boards of stations carrying the show. Some time ago, Dixon, who plays request records, had played "In the Books," requested by a GI stationed in the Arctic for his wife and little son. Tune was played hutcharles Oxford, the GI, wrote that his wife and son, Charles, Jr., had miscal it

Charles Oxford, the Gr. whole that his wife and son, Charles, gr., had missed it.

Letter also explained that his son had cerebral palsy and enclosed a picture of him—on the campaign poster of the UCP Assn. of Staten Island. Dixon spent 15 minutes of the hour-long daytimer explaining the situation, reading the letter and making an on-the-spot pitch for

Architectural and engineering counseling services of William I. Pereira and Charles Luckman, who built CBS Television City and other net construction for past few years, have been offered exclusively to CBS-TV affiliates. Offer was made in a recommending letter by Herbort V. Akerberg, web's veep in charge of station relations. Initial consultations, involving on the spot study by a senior pattner and required specialists, will be free except to out of pocket expenses. Thereafter affiliates can make their own arrangements for further consultation or actual architectural and engineering work.

WNBT, N. Y., started using a new animated station identification slide for station breaks last week. It was designed by Raymond Locwy and selected from a group of Locwy designs by a write-in contest of viewers.

Cooperation between NBC-TV o & o stations WNBW, Washington, and WNBT, New York, last week was a tale of two cities.

WNBW wanted to have a look at WNBT'S Steve Allen Show, which starts on July 29, before it started on a similar program. So Peter Affe, WNBT director of operations, transmitted a kinescope of the Allen show to Washington via a closed circuit.

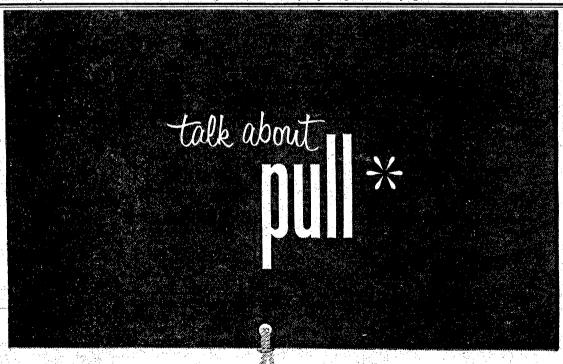
DuMont Labs last week set Davis Autos as its TV receiver distributor in Chile in anticipation of the start of television there early in 1954. Chileans are currently discussing establishment of a 525-line system there, same as that of the U.S., and hope to have a station on the air in Santiago by January of 1954.

Appointment is the ninth by DuMont in countries in which TV transmission has begun or is about to begin.

New York U. has added six more courses to its coordinated program in classes in radio, television and electronics, bringing the total for the fall semester to 37. New subjects include makeup for stage and television; television film workship; television announcers workshop; television visual arts workshop; a seminar in video writing; and radio operator license courses. Programs are given in the evening and are part of the U.'s adult education program.

handling of his elever puppets. In conducting their boarding house, the two invite women's groups to visit the studio and spend pleasing moments in quick introductions and conversation to stimulate what might otherwise become a dull studio-participation stint.

It's in the puppet byplay that gives the program its added



If you really want pull, just pull up the blind on the biggest show window of the Midwest . . . WLW-T! Then let your commercial message go to work for you.

WLW-T has the rest-the talent, the coverage, and the exclusive client service department for merchandising and promotion and audience dominance!

As your ad dollar is spent so your sales message pulls

ROSLEY ROADCASTING CORPORATION



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- 1. Song from Moulin Rouge
- 2. Ruby
- 3. April in Portugal
- 4: I Believe

- 4: I'm Walking Behind You
- 5. No Other Love
- 6. Say You're Mine Again

Look for this listing every week. We'll be back on TV Sept. 12



*NOTE: Two tunes tied for fourth place.

Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network

Islings.

This kind of program starts off with one advantage. It's the kind of show one can't hate, so it's got to go in only one direction—up. Hawthorne has to gain a bit of altitude.

Jose

LITERARY GREATS
With John W. Pacey, guests.
Producer: Bill Berns
Director: Richard Ritter
Writer: Michael Sklar
15 Mins, Tues., 8:45 p.m.
Sustaining
ABC, from N.Y.
What's basically an appealing
program idea, having modern-day
writers read their works; goes
slightly awry in this 15-minute
segment. Those potentialities that
would provide interesting listening—the origins and inspirations
of certain works, for example, or
even a chat with the writer—are
ignored, and in their place is a
heavy-handed lecture on the writers works.
Michael Sklar's seeinte are writ-

ers' works.

Michael Sklar's scripts are written well enough within the lim-

SPECIAL OPTICAL EFFECTS AND TITLES
On FIRESIDE THEATRE Television Show

RAY MERCER & COMPANY 4241 Normal Ave., H'wood 29, Cal. Send for Free Optical Effects Chart

NBC

PRETZELS?

FRIDAY?

thorne seems to do fairly well in this groove, although this chatty type stuff with some good musical interludes might do better in a very late slot. Its restfulness may go over better at that time.

Hawthorne, on his preem show it, apparently sought to impress the talking about mundane subjects and making some a uming smalltalk on various impects, one of which was streetcars. Maestro Robert Armbruster chimes in with the gala as does Barbara Logan, guest vocalist. Later incidentally showed an uneven quality at times, but it may have been due to premiere jitters. Armbruster, of course, is a batoneer with some literate arrangements and he provides a good deal of color to the show.

The Hawthorne brand of humors appealing to high lQ groups. Although he didn't show any flashes of low-pressure brilliance on his preem, he's likely to hit a stride that will make this a highly listenable stanza.

Hawthorne explained the title "Hawthorne TBA" (To Be Announced) as one which seemed to be the most popular in radio log listings.

This kind of program starts off.

Presented by the Mutual Broad-missing the Mutual Broad-missing the form of a title program has the form of a college lecture, an evaluation of the program has the form of a college lecture, an evaluation of echniques and prominence of the voile program has the form of a college lecture, an evaluation of echniques and prominence of the voile program has the form of a college lecture, an evaluation of echniques and prominence of the voile program has the form of a college lecture, an evaluation of echniques and prominence of the victer, in echniques and prominence of the victerinia program has the form of a college lecture, an evaluation of echniques and prominence of the victerinia program has the form onlegh calcenture, an evaluation of the chinques and prominence of the virter. This lecture, and Solemnity of the treatment was especially obvious on show caught, since Ogden Nash was the guest writer. It seemed a little paradoxical, the solemn comment of moderator John W. Pacey on the one hand, and the irreverent verse of Nash on the other. Pacey, who is director of Public Affairs for the net, handled his lecture notes nicely, and Nash delivered his ditties in okay fashion, especially the spoof on Christmas and radio commercials. But the entire tenor of the show is far too reverently scholastic to entice many listeners.

DEADLINE
With Bob Readick, Larry Haines,
Alice Frost, Peter Fernandez,
Mason Adams, Dwight Weist,
Danny Ocho
Director: Jerry McGill
30 Mins.; Wed., 8 p.m.
Participating
MBS, from N.Y.
Presented by the Mutual Broadcasting System in cooperation with
the editors of Look mag, "Deadline" registers as a stock meller
entry. Initial yarn Wednesday
(8); missed on some counts of
plausibility. Program was also
overburdened with commercials.
Besides an opening plug, another
after the announcement of yarn's
title and a closing pitch, there
were two breaks during the run of
the story.
Opening yarn dealt with a re-

title and a country of the story.

Opening yarn dealt with a reporter's belief in the Innocence of a truck driver convicted of nurder and his unearthing of the true facts of the case in time to save the man from the electric chair. Airer lacked in suspense and provided little excitement. Character delineations by Bob Readick as the reporter, Larry Haines as the truck driver, Alice Frost and Peter Fernandez, as his wife and brother-in-law, respectively, Mason Adams as a young hood, Dwight Weist as a prison priest and Danny Ocho as a patrolman were all along pat lines.

MISSION MIDNIGHT
With Walter Phillips
5½ Hours: Mon.-Sat., 11:30 p.m.
Participating
WI.W. Cincinnat!
Listeners to Walter Phillipps'
zany nightowl platter opry have a
chance to get in on the act via
his newest gimmick—playbacks of

hig sales prospect

Pre-planned coverage reaches the homes - the people in this rich market. Write for information.

MEEKER TV, Incorporated

. . . beer l

. . . fish!

their telephone talks with him. In addition to a flood of mail and wires, he receives 25 or more long-distance calls a show. The Crosley clear-channel station carries to the 48 states, Canada and Cuba.

After three years on other Cincy stations, Phillips switched to WLW nine months ago and has built up an international following with a distinctive line of ad libs. He never fails to plug singers and orchestras and most often also the writers of tunes played.

writers of tunes played.

The Phillips long suit is a mixture of sound effects and recorded voices which finally set off the time fuse for a commercial—either canned or live. Crosley has him concentrating this routine in Crazy Quilt for 15 minutes, Monday through Friday at 7:45 a.m., to put together eight commercials. The paticular Phillips pattern of product plugging has been picked up by some other declays, who also may be expected to follow his conversation playback gimnick, which he uses several times a night on humorous conversations and with permission of the callers.

"Mission Midnight" selections

"Mission Midnight" selections are all requests of pops and standards. On Saturdays from 11:30 p.m. to 1 a.m. the Phillips hit parade offers numbers, that were asked

ABC Seeks Place

Continued from page 27

on the air that way. ABC-TV would face no competition in the 9 a. m. time, since both NBC-TV and CBS-TV are local, and DuMont provides no network service until the afternoon. Web would also build new morning properties to follow the simulcast, banking on the show's drawing power to capture audience in the adjacent slots.

As of the moment, the project

audience in the adjacent slots.

As of the moment, the project hinges on availability of bankrollers for the show. But if it doesn't come off for the fall, web still considers "Breakfast Club" the foundation of its daytime programming, and has made it clear that when the simulcast starts, ABC-TV will be entering the daytime fold. One other factor figures in the projected simulcast—fact that "Breakfast Club" draws a large part of its audience from rural areas, and once those areas develop set saturation, the web feels it will have a readymade audience for the property.

RCA Color

Continued from page 25

when there were only 6,000, sets in use.

It's likely that other changes will also be made from the old criteria if the NTSC system is to be acceptable. Among these are convertibility and cost. The NTSC convertibility and cost. The NTSC system is not considered to be convertible as a practical matter and cost of receivers to receiver transmissions from NTSC color are estimated as considerably higher than those for CBS color.

The agency will also want assurance that sets will be available in quantity before licensing a new

in quantity before licensing a new system. Status of various tri-color tube developments are likely to be fully explored.

WFLA

Continued from page 24 :

to penalize him for having served his community so well."

Poynter and his wife also publish the Congressional Quarterly News. Features, weekly digest of Congressional activities.

Several New York advertising excess including Hal James of Ellington & Co., Harry W. Bennett, Jr. of Sherman & Marquette, and John S. Houseknecht of William Esty, are directors of Tampa Bay. Also a director in Tampa Bay. York.

Only local TV service in area is now supplied by WSUN-TV, a UHF outlet operated by City of St. Petersburg.

Merman & Martin

Continued from page 1

which would go into the 9 to 10:30 seemonts on the every-fourth-week-that "Show of Shows" lays off. If Miss Martin and Miss Merman also sign with the web, they'd be the mainstays of the super production,

From the Production Centres

Nichols has joined the WEDO announcing staff. He was a lieutenant in Korea in charge of two Armed Forces radio stations. Herman Schmidt KQV engineer who does the "Characters" program, and his wife celebrated their 11th wedding anni. Jimmy Gismondi, sports director of WMBS in Uniontown, has been elevated to the station managership, and will continue doing sports as well. Gismondi was also elected president of the Uniontown Exchange Club. Lionel Poulton, KDKA producer, and his wife drove to Miami Beach for a vacation. Dave Scott, KQV announcer, and his family off for three weeks in California.

IN SAN FRANCISCO . . .

Life (13) gave KCBS' Red Blanchard a two-page spread KROW, Oakland, transplanted its transmitter to salt water flats in San Francisco Bay, should now reach an estimated 150,000 more homes KYA will air 49er football games next season . . . Jack Clark resigned as KCBS announcer for Gotham. Dick Wynne replaces him City of Oakland presented plaques to Bay Area cerebral palsy emcees Rajbe Edwards, Marsha Hunt and Lee Giroux . . KROW boss J. G. "Gil?" Paltridge on eastern tour. And office mgr. Paulie Landon returned from a Michigan visit . . Edward H. Heinemann, designer of Douglas "Skyrocket!" plane, radio-Tvisiting . "Counter Attack" dropped its KROW airing . . Organist Korla Pandit infeed (22) for local KGOTyshow . . . Paul Speegle, formerly with Radio Free Asia, named new director of radio-TV education at S. F. State College.

IN MINNEAPOLIS . .

Group of 17 leading Minneapolis and St. Paul citizens has agreed to serve as a temporary committee to investigate possibility of obtaining an educational TV station in Twin Cities. Recent state legislature failed to provide any funds for project. New group's first steps will be to determine public attitudes toward and support available and to induce FCC to extend time for Channel 2's retention. John Ford back in harness on WTCN after recovering from surgery Randy Merriman, TV personality, due in from New York for a hometown vacation. Herbert Holm, comptroller and treasurer of radio station KSO, Des Moines, who died last week, formerly with WCN here his home town, and was buried here. Peg Lynch, who writes "Ethel and Albert," NBC TV show, and plays femme title role, stopped over for visit after vacationing in Rochester, Minn., her home town. "Doe" Evans Dixeland Band, appearing at local Saddle nitery, made TV bow on KSTP-TV's new own produced show, "Experiment," and won plaudits. Band also has been engaged for concerts at Walker Art Gallery center. George Grim, KSTP star, who has been devoting self to TV since switching from WCCO, back on radio with news analysis program while still continuing with his numerous video shows.

although NBC is hopeful of developing separate TV shows for the musicomedy stars.

NBC isn't tipping the amount of coin involved in the attempt to wrap up exclusive contracts, but its said to virtually hit a new high on talent deals.

NBC Opera

Continued from page 27

Role of the assistant conductor in Role of the assistant conductor in television is an unusually important one. He is the liaison man on the musical beat; running all over the set (while the conductor must remain with the orchestra) so that the singers can see him for cues. Meanwhile, he must always be in a position to see the conductor.

TV. directors will be Kirk Browning (who directed "Amahl" as his second opera), and John Bloch.

The oneras which cost an aver-

second opera), and John Bloch.
The operas, which cost an average of \$25,000 to put on (with "Billy Budd" was over that figure), will be presented once a month beginning in the middle of October, with specific time and date yet to be set. As in the past, the NBC tele opera team probably also will produce next season about half a dozen five-minute operation. half a dozen five-minute operation vignettes for the Kate Smith show.

Hartford—Charles Parker upped from program promotion staffer at WDRC to account exec with the station

KTVE-TV to Preem

Longview, Tex., July 14.

A. James Henry, manager of KTVE-TV, has announced that target date for placing this TV outlet on the air has been set for Aug. 1.

Work is rapidly being completed on the new \$100,000 studio build-ing for the outlet. William M. ing for the outlet. William M Morrow is the commercial man



Mgt. William Morris Agency

GAE FOSTER

Circle 7-3900 or Circle 7-1348

Cost per Thousand ... Dollar for Dollar . . . Ratingwise ... Anyway You Figure It

KSTP Radio Is a Better

Buy Than



. . . george blake enterprises, inc. 270 Park Ave., N. Y. C. PLaza 5-2340

FILM PRODUCTION?

PENNA. FOOTBALL WEB SETS U. OF P. SCHEDULE

Philadelphia, July 14.
Pennsylvania Football network, comprising radio stations in the middle Atlantic states, will carry the entire grid schedule of the U. Pennsylvania this year, with WFIL originating the games. Station will remote one game from Ann the entire grid schedule of U. of Michigan and will broadcast the remaining eight games from Franklin Field here.

Web is planning to air a 10th

Web is planning to air a 10th contest between two top schools on Nov. 21, but has not set details. Schedule kicks off Sept. 26 against

R & R Status

Continued from page 28 :

the advertiser responds to his own hunches and unexplainable intui-

the advertiser responds to his own hunches and unexplainable intuitions."

When seeking out clients, currently on the move from their agencies, he said the most puzzling element, was how to judge the pitch approach the hank follerpight respond to best. "Some like you to put on the dog, with the casels, the fancy presentations, the right talk." he said. "Others, you find, just want to sit down and have a quiet conversation."

After making an investigation of the radio-TV needs of Sunoco, he and. R&R would undoubtedly give it the same station clearance service for its regional spot that it has for other accounts. Last year, for example, the agency's TV exec, from Slater, personally visited 30 vitico stations to wheedle the best availabilities.

Ruthrauff, who began as a measurer of copy for R&R at \$12.50 workly in 1933, feels that agencies should better exploit TV's spot announcements. "The small advertiver feels he has no place to go in TV." he says. "I believe the networks will have to use more of the testing technique they've adopted to Dave Garroway's "Today' show."

Reynolds Metals Buys Hambletonian Stakes

Hambletonian Stakes
Reynolds Metals Co. has bought
the CBS Radio coverage of the
Hambletonian, top harness stakes
ace in the country, to be run at
Goshen, N. Y., Aug. 5. Firm has
spensored the trotting Kentucky
Derby before.
Definite time for the program
has not yet been set, but it probabily will be about 5 p. m. Race is
traditionally held on the first
Wednesday in August.

Schenectady—Jim Cobb is new manager of advertising and promotion for WGY and WRGB-TV, succeeding George L. Peck, transferred by General Electric Co. to the community relations department.



Latest Coral Release "TOYS" "I AIN'T GONNA DO IT"

Dir.: MCA

25 MINUTES FROM NEW YORK CITY

PECORELLA AGENCY
Williams Ave., Hasbrouck Heights,
W Jersey,
Tel.: HA 8-1446

Tele Followups Continued from page 39

gags, imitations and patter, which even included a hoofing bit with the dancing chorus. Carter was back at the close for a cafe turn as a waiter in a skit which didn't quite come off. Other acts included Broudy's Greyhounds, with a monkey stealing the spot from the dogs, and Ben Dova, in his surefire drunk acro comedy act. With the Shriners conventioning in N. Y., producers added a fillip with the Murat Chanters, Shriners song group from Indianapolis, on for two song numbers. These were, surprisingly, of high professional calibre, an excellent change coming right after Carter's shenanigans, and bringing a big hand from the studio audience.

Columbia, Mo. — William A Vaughn has assumed duties as program director of the television station of the Univ. of Missouri here Station is expected to go on the air late in 1953. Vaughn was executive producer and assistant program director of WFBM-TV, Inchangel 22. Skyland also owns and dianapolis. He is an alumnus of M.U.

Martha Lou Harp Set For New ABC Radio Airer

ABC Radio has set Martha Lou Harp, its femme singer-deejay, in a new 15-minute network show on Thursday and Friday nights at 11. Show inn't heard in New York, due to WABC's new Virginia Graham airer from the Hotel Piccadilly, Web has also shifted Miss Harp's Saturday afternoon show from 3:30 to 5.

Columbia Records is releasing Miss Harp's first album for the diskery, "Dream Time," next week.

WIFE-TV Preems in Sept.

Dayton, July 14.

Newest television station in Day-lon, WIFE-TV, will be on the air about Sept. 15, said Ronald B. Woodyard, president of the Skyland

'Voice' in Europe

cially-slanted venture, whose execs play ball with MSA inserting news breaks and special events into their regularly skedded shows.

their regularly skedded shows.

However, regardless of the obstacles encountered by MSA radio staffers, King avers the agency does a socko job plugging our objectives, estimating that at least 50 programs a week hit the air throughout Europe. Success of this type pitch lies in the fact that they're beamed from local stations and are hidden rather in contrast to the obvious type carried by V of A with Europeans heartily fed up with blatant propaganda having been on the receiving end for more than 20 years. (In this respect King singled out the work of Walter Wien in Yugoslavia and Cliff Naughton in Italy as turning in terrific jobs in spite of fantastic handicaps.) King is also of the opinion that Washington is unware of the slick job being done by the agency failing to real-

European radio," a solid commer-cially-slanted venture, whose excess to back up the outfit,

The the continued need for lunds to back up the outfit.

Summarizing the foreign situation King claims the "curse of European radio is the fact that they're operated by the governments with all top personnel political footballs with the exception of BBC where the 'school tie' clique holds sway." As for the MSA setup, King bemoans the fact that some of our citizens, not directly concerned with radio, such as visiting VIPs, military brass, and European-based Jabor consultants, "who don't know a microphone from a megaphone" all try to get in the act and dole out needless and impractical advice on methods of conducting the radio campaigns. radio campaigns.

Syracuse — Carlton Hence has added a Saturday morning 11:30 to 12:30 deejay show on WAGE to his broadcasting schedule. He already has a nighttime exposure via a couple of shows.



HOUSTONIANS SELECT CHANNEL 2 OVER ALL OTHER STATIONS

Houston televiewers had a clear-cut choice of stations during the great Ford 50th Anniversary program, telecast on both NBC and CBS, Monday, June 15. Hooper reports 99.1% of Houston viewers watched the NBC telecast on their own Houston station, KPRC TV.

LESS THAN 1% WERE WATCHING OTHER TV STATIONS, INCLUDING ANOTHER STATION TELEVISING THE SAME PROGRAM!

While the division of audience normally is not so great as 99 to one, nevertheless all rating services in the market --Hooper, Pulse, ARB - have confirmed consistently the OVERWHELMING preference of Houston viewers for KPRC-TV and its programs! Day and night ... hour after hour ... week after week ... the people's choice is Channel 2 in Houston!

NEW POWER!

Within a matter of days, KPRC-TV's new, million dollar studios will have a 750 foot tower with a 6 boy antenna, greatly increasing our already tremendous coverage crea.



Jack Harris, vice president and general manager Nationally represented by Edward Petry and Company

NBC-TV Victory at Sea' Re-edited As Large-Screen Theatre Entry

York last week, there's a strong likelihood now that the theatrical Al Sea" production will get the large-screen treatment. Re-editing large-screen treatment. Re-editing of the 26-week vidplx series into a two-hour feature film has been under way under the general supervision of Henry Salomon, who conceived the original presentation, with Robert Russell Bennett rescoring the Richard Rodgers music, However, as a large-screen entry, it will necessitate a reevalution of the total footage, pointing up some of the inore dramatic aspects of "Victory."

up some of the more dramatic aspects of "Victory."

Meanwhile the 25-week series has enibarked on its re-run career under Robert Sarnoff's NBC-TVFIIm Division aegis, with 44 markets already set to ride along with the series, including one-station markets, such as Pittsburgh, where "Victory" had not previously been seen. Ford Dealers have bought the series on Pitt's WDTV. All told 'Victory" represents a \$650,000 investment for the network. NBC concedes that no matter how successful the re-runs, it cannot recapture the coin, but nonetheless feels satisfied that, prestige-wise, it was a rewarding investment in terms of copping the year's major awards. year's major awards.

Meanwhile, with Salomon en-

HOME FOR SALE NEW HOPE, PA.

nall Early American—white bri ew Orleans fron fencing, Situati giside stream, 5 minutes wan theatre. Completely renovat my daughter? years ago—a grand d makes more commodious qui essential—so this house must by August 1st.

by August 1st.

you are but two—If you like w Hope and a picturesque location a large living room. 10 foot cell-2 bedrooms, a bath with large sing room? a modern kitchen, oil 1-sall suit your requirements, this find and the price almost silly—er \$20,000—and you'll save the mission if you buy direct. Sure I ect to take a loss on this but taxes ease that pain.

Call New Hope, Pa., 2391 or Trenton, N. J. 6-1535 in the day-time or Pennington, N. J. 274 in the evening.

Served and sold by

2 Million People

\$2 Billian Petell 200

from BLOOMINGTON

The "HOOSIER HEARTLAND"

is the 26th TV Market in America.

gaged in working on the theatrical version (network is currently negotiating for a distribution deal and planning for a Spring, 54, release), the "Victory At Sea" unit has been disbanded by the network, resulting in the switchover of M. Clay ing in the switchover of M. C. Adams, who directed the series, CBS-TV.

'Ramar' in Switch —Vidpix to Radio

which in the past few months has seen a number of properties developed for television get a radio exposure gets still another case in "Ramar of the Jungle," the syndicated vidpix series starring Jon

Fortune Productions, which owns Fortune Productions, which owns radio rights to the property (Arrow Productions makes and distributes the vidfilms) is prepring a radio audition of the show for ABC, which will peddle it to agencies and sponsors. Network isn't likely to air the program as a sustainer, and will probably let it go if it can't be sold. AMer, which will be slanted toward both juve and adult early evening audience, also stars Hall.

Book Burning Pic To Get N. Y. TV Reprises

With the success of the premiere showing of "Are We Civilized?" on the CBS-TV late show, July 4, the station has signed up with Orrin Pictures, distributors, for five more holiday showings of pic. It's the first film to come to light about book burning, although it was produced some years ago when William Farnum and Anita Louise were b.o. draws.

Exclusive showing of "Are We Civilized?" was for the Greater New York area only, and other deals are now in work for out-of-town showings by Orrin.

Hotpoint Expands Market On 'Summer Theatre' Pix

Hotpoint, which is replacing Ozzie and Harriet" on ABC-TV during the summer with series of half-hour filmed shows under the title of "Hotpoint Summer Theatre," has spotted the program in an additional five markets. Hot-

an additional five markets. Hotpoint has placed the Consolidated Films package in Milwaukee, Oklahoma City, St. Louis, Buffalo and Louisville.
Consolidated, which owns and distributes the films under the title of "Hollywood Half Hour," has also set another of its film properties, "The All American Game of the Week," on WISE-TV, Asheville, N. C., for the Coca-Cola bottling outfit there.

Ham Fisher Sets 'Palooka' Telepix

Joe Palooka, the Ham Fisher cartoon creation and subject of a number of feature films, will move into vidpix via a deal set last week between Fisher and Reub Kaufman, president of Guild Films. Guild will produce and distribute at least 78 half-hour films involving an investment of \$2,500,000.

Kaufman has signed Joe Kirkwood, Jr. who played the Palooka role in films, and Cathy Downs as leads, with remainder of casting not completed. Films, which get under way late next month on the Coast, will be budgeted at \$20,000 each.

each.

Palooka deal is the third major production in which Guild is involved. Firm is currently producing the "Liberace" series, which is now syndicated in 70 markets, and two weeks ago concluded a deal with KLAC-TV in Los Angeles and Betty White to film and syndicate her local show there. "Life With Elizabeth." Guild will aim at a national sale for the Palooka series, however.

WICK'S VIDPIX SERIES ON 'SCOTLAND YARD

A 26-film series, "Fabian of Scotland Yard," is being imported for the U.S. by Charles Wick. Series is based on incidents on that organization as related by Robert Fabian, a retired inspector with Scotland Yard.

Series was directed by authority.

land Yard.

Series was directed by authority
Beauchamp, husband of Sarah
Churchill, who stars in several
films in that series. Vickie Huston, wife of film director John Huston, is also cast in the series.

Better Living, Inc., In 325G WOR-TV Splurge

SZ56 WUK-TV Splurge
Constituting what's probably one of the heaviest local video accounts in New York, Better Living, Inc. has increased its total sponsorship on WOR-TV. N. Y. to nine hours weekly, in addition to 25 one-minute spots per week. Appliance and housewares firm has bought four 90-minute film shows on the station, in addition to the two it already sponsored. Total billing runs over \$325,000 a year. Station has also signed Grant Tool. Inc. on a run-of-station pact for its five-minute filmed pitch, "Gay Blades," which will run six to eight times a week.

Heart Assn.'s Tele Spots To Roll Today at Rockhill

American Heart Assn. has signed Rockhill Productions to produce 15 spot films starring Quentin Reynolds, Gen. Omar Bradley. Thomas Mitchell and Boris Karloff. Firm starts shooting the films today (Wed.) in N. Y. Films run 10. 20 and 60 seconds. conds

Heart Assn. will distribute prints to all networks and stations, and films will be one of the basic elements in its annual fund drive.

Tamiroff Vidpix Series

Akim Tamiroff will be starred in new telefilm series. "Secrets of the French Police," which will be shot in Paris starting late this summer.

Series is backed by the William Morris agency.

NBC Film Division Moves Into Black Ink Status in Expansion of Markets

The NBC Film Division, set up a year ago and established as the net's third major operating division with Robert W. Sarnoff as vice-president in charge only four months ago, has passed the hump that the division continues to grow by bounds. Expansion nonthis ago; has passed the hump of operations and is now in the black.

of operations and is now in the black.
Factor in the continuing biz upbeat is the whopping list of markets sold the division's properties. Of the older packages, "Dangerous Assignment" is now in 115 markets, the hour "Hopalong Cassidy" in 115, "Douglas Fairbanks Presents" in 78, and the half-hour "Hopalong" in 51. "Victory at Sea." which was offered less than two months ago, has been sold to 44 markets.

New properties offered less than a month ago are "Captured" ("Gangbusters" retitled), in eight markets, and "The Cop" ("Dragnet"), in 14 markets. "The Visitor," which is "The Doctor" series with a new moniker, has been sold to 28 markets since it was offered for sale in April.

Other properties sold by the division are "Weekly News Report" (30 markets); "Daily News" (19; the "Lille Palmer Show" (20), and "The Life of Riley" (16, latter show available only in those markets the network sponsor does not utilize.

utilize.
Outfit has in preparation the "Inner Sanctum" series. "Watch the
World," and 26 additional halfhour "Hopalong" stanzas.
In addition, Sarnoff and Carl M.
Stanton, the division's director,
have evolved a new sales plan offering the division's services as

College Musicals As Telepix Series

In a deal involving talent from universities throughout the country, Ward-Villani Productions is producing a series of hour-long vidpix excerpts from top college

is producing a series of hour-long vidpix excerpts from top college musical productions. Shows, some of them budgeted as high as \$30,000 apiece, will be sold nationally or regionally, with the schools getting a cut of the gross.

According to Barney Ward, president of Ward-Villani, firm will go out to the campus to film the annual college productions. Among those set are U. of P's Mask & Wig. U. of Oklahoma Sooner Scandals and a college rodeo, a winter ice carnival and an aquacade. In all, five of the 48 shows will be filmed outdoors.

Plans call for the development of talent discovered at the schoolstoo. First show in the can, U. of Miami Sketchbook, has already attracted the attention of nelwork talent excess, according to Ward, Ward-Villani will push fresh talent discovered in the series, Ward-said.

All shows are college originals, according to Ward, according to Ward, according to Ward and sections are

ent discovered in the series. Ward said:

All shows are college originals, according to Ward, and scripts are submitted to him a couple of months in advance. Firm's writers prime scripts to an hour-long format, with any objectional material deleted. Then camera crew headed by director Henry Martin, Venice Festival award winner, move out to the campus to film the show, at the time of the college production. Reason for the high budgets on the production is that 18 of the 48 schools take the shows on tour some for as much as eight weeks, thus meeting their nut and establishing a fund for the following year's show. Ward, a former v.p. in Huntington Hartford TV. Productions, has set five-year pacts with the schools:

ues to grow by bounds. Expansion activities last week included;

Addition of Robert Rodgers and Jacques Liebenguth to the New York sales office; of Richard H. Baldwin, Edward A. Montanus and Frank S. Shaw to the Chicago sales office, and of James Strain to the Los Angeles sales office.

Addition of James E. Swift, as assistant supervisor, Jason Lane, as a researcher, and a secretary to the staff of Jay Smolin, the division's advertising supervisor.

sion's advertising supervisor.

John W. Klermaier joined the sales staff as administrative sales manager to coordinate such sales services as planning, advertising and promotion, research, traffic and merchandising.

The division's advertising activities were turned over to the Grey Advertising Agency, effective Aug. 15.

John Sebastian shifted from the net's press department to the di-vision's publicity setup under Chuck Henderson.

A special business office was set up under Robert Anderson to handle all accounting, budgeling and sales analysis for a directive sales effort.

KALAMAZOO



TOLEDO

AS A TV MARKET!

(295,000 Sels Against 226,000!)

> WKZO-TV (Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids) reaches 28 rich counties in Michigan and Northern Indiana-in which Videodex that WKZO-TV gets 153.2% more evening viewers than Station "B"! Get all the facts!

WKZO-TV

FETZER BROADCASTING

KALAMAZOO

HIIIIIIIIIIIIII

CORNED BEEF?

CAVIAR?

. cabbage!

. . . champagne! FILM PRODUCTION?

> george blake enterprises, inc.

270 Park Ave., N. Y. C. PLaza 5-2340

STUDIO EQUIPMENT RECORDING EQUIPMENT

WTV -affiliated with all nets-maintains its

awn micro wave relay system from Cincinnati to bring LIVE network shows to the "HOOSIER

HEARTLAND" WITV is owned and operated by

ROBERT MEEKER ASSOCIATES, Inc.

New York Chicago Los Angeles San Francisco

Sarkes Tarzian, and represented nationally by

Complete studio, control room, and recording equipment. Finest equipment, practically all new. Ideal buy for new television station. This equipment is set up and can be seen operating in New York by ap-G. H. C. A. Tage Resorders: R. C. A. Console: 4 Presto Tage Recorders: Fauchild Studio

larmer, Maise Suppresses.
This is a partial list. In addition there are all types of testing recording, and speech equipment of every description. pipment of every description.
Will Sacrifice at Quick Disposal
Murray Hill 5-6039

Inside Stuff—Radio

Public service campaign waged by three New York radio stations recently to support the city's Dept. of Health in its drive against tenereal disease was responsible for getting 20% of the 50,000 people who responded. Poll by Columbia U. students of the people who took the street-corner blood tests showed that 20% of them were informed of the drive via disk jockey shows and spot announcements on WWRL, WLIB and WOV. All stations program largely for Negroes and foreign language groups. According to Marvin Biele of the Dept. of Health Education, radio was second only to the crowds, sound trucks and street-corner setups themselves in publicing the campaign. and street-corner setups themselves in publicizing the campaign.

WNYC, New York's municipal station, is presenting a series of six programs starring top names to cover the field of child health. Series, presented in cooperation with the Health Information Foundation, is tuled "The 40,000,000" and stars Josephine Hull, the Lockhart family (Gene, June and Kathieen). Ben Grauer and Robert Peters. Series kicks off July 18 with Miss Hull starring in a drama concerning contagious children's diseases.

James Fassett, CBS Radio producer and commentator on the current "World Music Festivals" series sponsored by Willys Motors, returned to the U. S. by plane Monday (13) from first lap of Festival broadcasts from Italy, Norway, Finland and Holland.

During next month he'll broadcast the series from the Berkshire Festival in Tanglewood, Mass., before returning to Europe for the Salzburg, Bayreuth, and Edinburgh festivals.

Seldes

tertainment

As for a final judgment on tele-ision. Seldes has none. "Televi-As for a final judgment on tele-vision, Seldes has none. "Televi-sion," he repeats, "is in a per-petual crisis, hanging between dan-ger and opportunity."

tendency to narrow those inter really known. Latter tele event, which aimost stopped business noting that even the Ford anniversary show, which was ostensibly a review of the past 50 years, skipped that reality can grip the American public as firmly as concocted entertainment. skimply over two World Wars, a skimply over two World Wars, a great economic depression, the atom bomb and the Korean war and was almost all comedy and entertainment. By offering substitutes for reality, he says, television. "can make mental slaves of Americans," and undue emphasis on a quick laugh or thrill, without widespread opportunity for deeper understanding and meaning, "can make us a nation of teenagers is a nation of robots."

On the other hand Seldes is

nation of teenagers—and a nation of teenagers is a nation of robots."

On the other hand, Seldes is conscious of the public's general awareness of the effect of TV. He says that there are now at least 150 college and university courses in communications and their effects almost all on TV), most of them started in the last five years, and reminds that "television is a commercial system mitigated by the public interest in the form of the FCC." Naturally, the government has a vested interest in keeping the nation informed and educated, he says, but so have such groups as newspapers, magazines, book publishers, libraries, educators, etc.
But television's greatest hope, Seldes believes, is that it is wedded to reality via its communications function, through programs of news, special events and public affairs. There's little chance, he thinks, of the medium deteriorating to a world of escapism and make-believe while it still must function

to a world of escapism and make-believe while it still must function as an eye on the actual world.

as an eye on the actual world.

TV's two turning points, he believes, were the Milton Berle show and the Kefauver crime hearings. Former, he says, was the equivalent of Amos 'n' Andy in radio, with the first season of Berle programs five years ago, having more viewers in saloons and on street corners than at home, making the nation TV conscious and giving the medium acceptance before it was

is a dearth of good TV material avail-

We know there are plenty of top calibre TV scripts and programs ready for production because we represent the writing talent which creates them!

We invite sponsor, agency and network to telephone or write us for the best scripts, presentations, and writers!

DANIEL S. MEAD Literary Agent

419 Fourth Ave. New York 16, N. Y.

BEAUTIFUL LAKESIDE HOME

FOR SALE!

Log cabin style, knotty pine interior, 6
coms, 3 baths, rumpus com and garage on
claster private—lake,—97—miles—from—New
Vork, Lake, 10 acres of land, two other
onidinas included, 560,000.
Spottmans paradiue the year round, immediate transfer and accupancy
Write: N. L. CRAFT, Lakeville, Pa.

Stratospheric Video

Stratospheric Video
Washington, July 14.
With issuance of a construction permit to Mt. Washington TV, Inc., in Portland, Me., the FCC last week authorized the highest situated video station east of the Mississippi, Occupying a site at the sumit of Mt. Washington, N. H., with an elevation of 6.280 feet, the station will be one of the most powerful in the country, covering practically 90% of the population of Maine, New. Hampshire and Vermont.

Because of hazardous icy con-

Because of hazardous icy conditions which develop in the area in early autumn and make construction difficult, it will take at least a year before the station gets into operation.

station gets into operation.
Grant of the authorization was
made possible by a merger of
three applicants and was made
conditional, because of over
lap problems, on former Maine
Gov. Horace Hildreth (now
U.S. Ambassador to Pakistan)
withdrawing his interest in a
TV application for Portland,
Me.

Mulvehill to WOR-TV For 'Double Exposure'

Vet showman Johnny Mulvehillhas joined WOR-TV, N. Y., to work on the station's new 'Double Exposure' plan. He'll contact agencies, sponsors and packagers, wrapping up shows and sponsors for the plan. Appointment takes effect today (Wed.).

Mulvehill for many years was in the television department of Gen-eral Artists Corp.

Radio Show Costs

Hope Still 11G

Hope Still 11G

Of course some of the highpriced shows remain — NBC is
charging \$11,000 net for its Bob
Hope stanza and \$10,000 for 'Fibber & Molly.' Jack Benny's CBS
show still commands \$18,000
(about half its original \$35,000
budget.) But these shows, apart
from the obvious salary the stars
demand, call for stables of toppriced writers and for big orchestras and topflight production and
studio personnel.

But many lesser names are re-

But many lesser names are remarkably low-priced. ABC's "The Adventurer," for example, with Burgess Meredith, sells for \$2,200, while the same web's "Mr. President," starring Edward Arnold, is pegged at \$1,800, Ditto for its Paul, Whiteman show, at \$1,500 and its

works to insert re-run clauses in script contracts. The writers felt it was better to get paid a little less for a number of shows than to get paid well for one or two.

Talent fees have come down too—AFTRA scales haven't been affected, of course, but it's the featured and starred player, whose salary in the past was well above scale, that has reduced his asking fee. Even top stars have lowered their demands considerably, especially for one-shots. Another source of cost-chopping has been elimination of the top-priced directions, for with the return to "breadaid-butter" radio, the need for high-priced meggers has for the most part vanished.

Hope Still 11G

NET FOR 24 WEEKS

DuMont Labs announced netprofit for the 24 weeks ended June
14 of \$913,000, as compared to only
\$56,000 for the same period last
year. Increase was more than 16fold. Net profit per share after
preferred dividends came to 36e,
compared to none last year.
Net was racked up on total sales
for the 24 weeks of \$41,395,000, far
less than double that of the sales
of the period in 1952, \$29,036,000.
Company gave no reason for the
increased profit ratio for this year.

WE AGREE!

We agree! The "hausfraus" will love "GLAMOUR GIRL"!

We agree! "GLAMOUR GIRL" will probably rate sponsorship soon. (Or sooner!)

We agree! The affiliates can't help loving "GLAMOUR GIRL"!

we agree that VARIETY, always right in spot-Yes ting a sure-fire sale, hits the nail on the head in its review of television's most beautiful program . . . "GLAMOUR GIRL." Thanks, fellas!

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Dad Has Some Friends in Tin Pan Alley But Only If He's Dying

Father has friends!

The nominal head of the typical American family may be a failure a farce and a feeble-minded failury in the estimation of the cleffers, who make the nation's songs "as outlined in page one story in June 17 Variffy), but the fold Man nonetheless sports his defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs defenders who think more space, should have been devoted to songs detending Father, Hence this follow.

Paul A. Gardner of Ottawa wants to know how the 1926 hit, "poor Papa," could have been overlooked in view of its touching assertion that "Mama's got trings, mama's got perals and all of those things, but poor papa, he's got nothing at all." If intended as a brief for Falher, It's week one, because it depicts Papa as a spineless worm, living off the scraps and existing in abject subjection to the dominant female. Same idea was used in Pete Wendling's 1923 "He Loves It," which related the sufferings of a downtrodden jellyfish husband, but decided "he loves it—that's all."

Mr. Gardner also directs attention to "Mama Loves Papa, Papa Arthur Fields & Fred Hall; tongues

a downtrodden jellyfish husband, but decided "he loves it—that's all."

Mr. Gardner also directs attention to "Mama Loves Papa, Papa Loves Mama." One of the earliest and most direct defenses of Father was Vincent Bryan's 1906 production, "The Poor Old Man." The first two lines make it clear the number is intended as a reply to "Everybody Works But Father," and the chorus begins; "The poor old man., Don't you ever let them put your papa on the pan! Song remains fairly serious until the last verse when Bryan couldn't resist the templation to portray Pather as a tool of wardheeler politicians by saying; "Who votes upon Election Day with all his fellow men, and when he's voted once or twice who is it votes again?" The answer, of course, is "The Poor Old Man."

An International record issued during this same period contained, judging by its label, a song of the same order. The title was printed as "The Doar Old Man," but a playing revealed it should have been "Dear Old Moon."

One way Father can get a reputation for being something a bit higher in the scale of evolution than whatever it was the cat dragged in is by going to war. The young, war-making pop-song father usually has a golden-haired tot awaiting his return. This rathors

than whatever it was the cat dragged in is by going to war. The young, war-making pop-song father usually has a golden-haired tot awaiting his return. This rather obnoxious infant in World War I exclaimed, "Oh, How I Wish I Could Steep Until My Daddy Comes Home." Here are some similar titles of the same era: "Just a Baby's Prayer at Twilight (Por Her Daddy Over There." "Bring Back My Daddy to Me." "Somewhere in France is Daddy," "Ite's Got Those Big Blue Eyes Like You Daddy Mine" and "Hello, Central, Give Me No Man's Land." A few years later this amiable toddler was pleading with a burglar, "Don't Steal Daddy's Medal," and telling the Governor, "I want a Pardon for Daddy." (Apparently the old man had stipped back into his traditional ways and was in the pokey for anti-social activities.)

Kinding Mom Songs

Kidding Mom Songs

Probably the masterpiece of kidding the subby sort of mothers ong, such as "A Handful of Dirt From Mother's Grave," was achieved by Josh Wink and Harry and John Dillon in 1901, Instead of writing about Mother, the boys chose to pick on Father, and the tille of their masterwork was "A Splinter From My Father's Wooden Leg." The chorus deserves quotation: "It's a splinter; just as splinter, from Father's wooden leg, but our coal gave but in winter and we had to buen the peg, you may keep your gold and diamonds, but, for me, I'd rather beg than to lose the dear old splinter from my father's wooden leg." There were also a couple of ribald ditties, mostly used by medicine show comics: "I'm Perping Through the Knothole in Father's Wooden Leg" and "Father, Trim Your Toenails, You're Tearing'All the Sheets."

The saga of the youngster who wanted to be a rounder like Papa was popularized by Vesta Tilley in and English, entry, "Following in Father's Footstept." "Chip cff the Block," which Helen Trix song in 1997, had somewhat the same idea.

an ice bag for your head!

He Has To Die First

By dying, Father can sometimes get a modicum of respect, especially in hillbilly circles. In 1929 Arthur Fields & Fred Hall, tongues strongly in cheek, dreamed up "Pappy's Buried On the Hill (Beneath the Lonesome Pine)." But perhaps the most gruesome treatment Paterfamilias has ever received in all his long career of lyrical abuse was dished out by M. K. Jerome and Jack Schol in "The Old Apple Tree," which they wrote for the Warner Bros. pic, "Swing Your Lady," Seems Pappy, still up to his woman-chasing, "took Widow Norton out on a jamboree." The bluenosed neighbors, disapproving sech goin's-on, strung Pappy up to the apple tree which he had planted with his own hands, then chopped the tree down for his casket. Pappy's last words were, "I shoulds growed a pine!"

Vincent Bryan and Harry Von Tilzer seem to have summed it up in their 1908 song, "Pass it Along to Father. You will seldom hear." The boys then proceed to praise Father you will seldom hear." The boys then proceed to praise Father or a few lines, but wind up by accusing him of high crimes and misdemeanors and taking his venerable bide off.

Petrillo, Brit. Counterpart Meeting in Paris July 27 To Gab on Tooter Topics

London, July 7.

James C. Petrillo, president of
the American Federation of Musicians, and Hardie Ratcliffe, general secretary of the British Musicians' Union, are to meet in Paris
on July 27.

cians Union, are to meet in Paris on July 27.
Petrillo, now in Stockholm for the World Congress of Free Trade Unions, passed through London last week, but no meeting took place between him and Ratcliffe. A letter from Ratcliffe was delivered to the Savoy Hotel on Friday (3) an hour before Petrillo left for Stockholm.

Arrangements have now been made for the two musicians' bosses to meet on the Continent just before Petrillo leaves for the States on July 30. Questions that will be discussed between them include controlled exchange between bands fall types) of both countries, and recordings and television as they affect musicians.



LAWRENCE WELK

CHAMPAGNE MUSIC
99th Consecutive Week, Aragon
Ballroom, Santa Monica, Calif,
Exclusively for Cofel Records
OII

Backed by HALLELUIAH BROTHER

Pickens Reprises

Jane Pickens, as result of her sellout concert last Wednesday (8) in Sarasota, has had to stay over for two more dates.

The State Symphony of Florida will accompany her in the additional concerts tonight (Wed.) and next Tuesday (21).

Pop Cleffers Love Longhairs So Much They Can't Leave 'Em Alone

Tin Pan Alley cleffers are continuing to research the classics for "new" pop tunes. In the past couple of months such serioso composers as Franz Liszt, Anton Dvorak, Edward MacDowell, Brahms and Bizet have been taken for a pop ride via updated arrangements and lyries, Revamped classic pieces have been getting okay diskery acceptance, but only a few have brotan into the hit brackets.

ple of months such serious composers as: Franz Liszt, Anton Dvorak, Edward MacDowell, Brahms and Bizet have been taken for a pop ride via updated arrangements and lyrics. Revamped classic pieces have been getting okay diskery acceptance, but only a few have broken into the hit brackets.

One of the top classic items which turned up in pop guise this past year was adapted from Robert Schumann by K. C. Rogan (pseudonym for Johnny Burke) into "Wild Horses." Tune was kicked off by a clicko Perry Como platter on the RCA Victor label. Rogan tried again with "Now That I'm In Love," taken from Rossini's "William Tell Overture," with less luck. During the past month the pop

liam Tell Overture," with less luck.
During the past month the popmarket has been hit with a flood of revamped classics. It's too early to ascertain sales impact of the platters but tradesters expect many more cleffers will turn to the classics in view of the almost pre-sold diskery coverage.

Another on the revamped oldie list is Dvorak's "Humoresque," adapted by Sunny Skylar into "Poor Butterfly" and published by George Paxton Music. Also being prepped for a diskery push is "To-

Bregman, Vocco & Conn.

A Brahms theme has been initiated into the pop field by Albert Gamse as "Till Now" and Bizet's "Habanera" from the opera "Carmen" recently was given a pop workover by Robert Irving Allen and Phil Springer. Latter tune, which was tagged "Dance of Destiny." never got to mean much in the market despite a Tony Martin RCA Victor slicing.

Request Label Expands Distrib and Promotion

Expanding its distribution setup. Request Records has appointed Frumkin Sales to handle its disks in the Chicago territory. Labet also named Fred Lowery and Rob Smith as its promotion reps in New York and Chi, respectively.

H. J. Lengsfelder is handling Request's artists and repertoire chores on a non-exclusive basis.

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution Encompassing the Three Major Outlets

Retail Sheet Music Coin Machines Retail Disks

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with VARIETY. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines), and three ways in the case of tunes (disks, coin machines, sheet music).

TALENT

POSITIONS This Last Week Week	ARTIST AND LABEL	TUNE
1 1	EDDIE FISHER (Victor)	(I'm Walking Behind You) With These Hands
2 3	PERRY COMO (Victor)	(No Other Love
3 2	PERCY FAITH (Columbia)	Song from Moulin Rouge
4 5	LES PAUL-MARY FORD (Capitol)	(Vaya Con Dios Johnny
5 4	LES BAXTER (Capitol)	(April in Portugal) Ruby
6 10	PEE WEE HUNT (Capitol)	Oh!
7	AMES BROS. (Victor)	You, You, You
8 6	RICHARD HAYMAN (Mercury)	. Ruby
9 , 9	HILLTOPPERS (Dot)	(P.S. I Love You I'd Rather Die Young
10 8	FRANK CHACKSFIELD (London)	Limelight Theme

THE THE PARTY OF T

	설명하다 하나 하다 아이들은 특별하면 모든데 그는 내가 들었다. 는 내가 맛있다면 얼
POSITIONS	(*ASCAP. †BMI)
This Last Week Week	TUNE
1 1	SONG FROM MOULIN ROUGE Broadcast
2 2	*I'M WALKING BEHIND YOU Leeds
3 3	*APRIL IN PORTUGAL Chappell
4 4	
5 7	*VAYA CON DIOS
6 9	*NO OTHER LOVE Williamson
7 5	*I BELIEVE Cromwell
8	†YOU, YOU, YOU Mellin
9 6	†SAY YOU'RE MINE AGAIN Meridian
10 8	*LIMELIGHT THEME Bourne
4 4 5 7 6 9 7 5 8 9	*RUBY Miller *VAYA CON DIOS Ardmore *NO OTHER LOVE Williamson *I BELIEVE Cromwell †YOU YOU Mellin †SAY YOU'RE MINE AGAIN Meridian

INDIES ON THE TAIL OF A KITE

Hampton's Push for 'Sight & Sound' | NEW DISKERIES, | Pubberies Still Yen Lyricizing Batons; Too Many J-Come-Latelys' ARTISTS ON RISE

upheat in musical packages

oo many bandleaders bother about eatering to astes have come into the

A lot of johnny-come-lat Continued on page 46)

Sole U.S. Platter Exec In Nip Firm Flips Lid On Yank Pops; Gls Did It

1945 because the soldiers ted to hear it" and because Japanese echoed their senti-

counting for 65% of the 0 platters sold here each Weiller said thrushes are popular here than male r originality by the sim cess of singing half the tune

can franchises from classica

Omaha's Symph's Top Pop

Omaha, July 14.

Omaha Symphony's sixth summer concert season got underway Tuesday (7) with a record turnprevious top.

Hichard Duncan is again directing shows at Joe Malec's Peony Park.

Ken Sparnon, BMI field repre mative has been commissioned a Kentucky Colonel on the Staff of held Tuesday evenings during July Governor Lawrence Wetherby, land August.

Delaney Joins Eastman

Sub-Scale Deals On Small Combos Spreading in East

oll of large agency cocktail of rations. Once a lucrative field fo iz has taken on headache propor

Major part of the dilemma taking shape in the east wh several top spots have stop buying instrumental attracti agency has set for them. With dates at a premium these days, many units are quick to grab the offers.

400,000 Sales Give Victor Best July Wk. in 5 Yrs.

RCA Victor, currently pacing the ax field with top selling biscuits,

Peiry Como's "No Other Love, Eddie Fisher's "I'm Walking Be-hind You" and "With These Hands," Eartha Kitt's "Cest S Bon" and the Ames Bros, "You You You."

Philly Series Tees Off Philadelphia, July 14

E. B. Marks' 750 On Wax in 6 Mos.

Coral's Atlanta Branch

Instrumentals To Upbeat Sales

Gertrude Berg on Wax

Plans are underway to debut Gertrade (Molly Goldberg) Berg as a wax songstress via RCA-Vic-tor. Label currently is conting special material for her shellac

Decca Rows Shad Into R&B Berth; **Promotion Accent**

Moving into high gear with it department, Decca Records bringing in Bobby Shad to han e the r&b artists & repertoire

SIMON HOUSE'S SCORES FROM TWO 20TH PIX

of the Pony Riders." Tunes are "Song of the Saddle" and "Sugar Babe."

'Porgy & Bess' Singers Form Recital Group

Mitch Miller, Columbia Records artists & repertoire chief, due back in New York Monday (20) after a 10-day Coast stay.

(Continued on page 46)

M-G-M Earmarks 75G For D.J., Contest Plugs On 'Band Wagon' Album

Col Revamps Sales Dept. In East. Midwest Areas

replaced by William F. Grady

Linda Babits, 11-year-old plan ist, has been packed to Cona Records. She's the daughter of publicist Seth Babits.

Jocks, Jukes and Disks

By MIKE GROSS

Joan Regan: "Till They've All Gone Home"-"I'll Always Be tarthinking of You" (London). Joan Regan, who is debuting in the U.S. market via this London platter, should move right into the top brackets with her slice of "Till They've All Gone Home". Adult lyric set against a charming waltz melody excellently showcases her warm vocal technique. A spinning natural on all levels. She does a good job on the bottom deck ballad but the tune fails to pack the wallop of its mate.

Joni James: "My Love My Love" "You're Fooling Someone" (Tingo Tango" (Maestro). All Continue (M-G-M). "My Love" will continue

Best Bets

IOAN REGAN	TILL THE VE ALL GONE HOME
(London)	I'll Always Be Thinking of You
IONI JAMES	MY LOVE, MY LOVE
(M-G-M)	You're Fooling Someone
D. CORNELL-T. BREWER \	WHAT HAPPENED TO THE MUSIC
(Coral)	The Glad Song

Joni James' high riding pace. Tune is a strong ballad entry which she sells in a forthright manner. A surefire money side. Thrush segues to a light rhythmic vein on the receiverse for okay effect. It's done with the multiple voice glmmick and has a pleasant breezy quality. Should pick up plenty of spins, too.

Don Cornell - Teresa Brewer: "What Happened To The Music". You Too The Glad Song" (Coral). Tandem has a powerful slice in "What Happened To The Music." Vocal styles. blend for socko impact on "Music." a lilting piece that projects gaiety and charm. Headed for a quick takeoff. Cornell and Miss Brewer repeat the pattern of their "You'll Never Get Away" cut on "The Glad Song." Like "Get Away" it will have some partisans. Jack Pleis gives both sides a flavorsome backing.

Andrews Sisters: "You Too, You Too." Togucigalpa" (Decca). The Andrews Sisters have a hit-list chance with the Latino-seasoned "You Too." It's one of the best sides girls have turned out in some time and the pattern of their will happen with the reverse, a soballad.

Joyce Bryant: "It's Only Human" "After You've Gone" (Okeh)

Andrews Sisters: "You Too, You Too". "Tegucigalpa" (Decca). The Andrews Sisters have a hit-list chance with the Latino-seasoned. "You Too." It's one of the best sides girls have turned out in some time and it should see plenty of action with the platter spinners and the coinbox trade. Xavier Cugat's "You Too" etching on the Victor label is top-drawer shellac that gets an extra boost from Stuart Foster's vocal. "Tegucigalpa" is as bouncy as its title and gives the Andrews another important entry.

Mario Lanza: "If You Were Andrews Sisters have a hit-list chance with the Latino-seasoned "You Too." It's one of the best sides girls have turned out in some time and it should see plenty of action with the platter spinners and the coinbox trade. Xavier Cugat's "You Too" etching on the Victor label is top-drawer shellac that gets an extra boost from Stuart. Foster's vocal. "Teguei-talpa" is as bouncy as its title and gives the Andrews another important entry.

Mario Lanza: "If You Were Mine". "Song Of India" (Victor). Tunesmith Bob Merrill has whipped up a big ballad that's right up Mario Lanza's alley. He will have the catchy waltz beat. Projects a slick rhythm technique on "Rain-

how Tie."

tween the two sides.

Fontane Sisters: "Play Our Song"-"Falling" (Victor). Fontane Sisters have another bright platter piece in "Play Our Song." Top vocal blending gives the tune an extra lilt that should please the juke trade. Their work on. "Falling" also rates attention.

Album Review

Line Renaud Sings (Vox). Sultry-voiced French singer, in her second album for Vox, comes up with a variety of Gallic numbers, most of them distinctive. Fine diction is combided with a cool, expressive delivery. Eight songs include standout like "Ma Cabane au Canada," "Le Jupon de Lison and a highly individual interpretation of "Blue Tango." Neat choral and orch backings assist.

Fredo Gardoni (Vox) Furonean

and orch backings assist.

Frede Gardoni (Vox). European accordion virtuoso, with orch accomp, in some solid performances of French tunes, Ten numbers. mostly standouts, include some brilliant trilling in "La Saint-Bonleur," a schmaltzy "Calinerie," a haunting "Brise Napolilaine," and a strong rhythmic beat in "Dansles Jardins de L'Alhambra."

Platter Pointers

Vickie Young has a fair slice in "Affair With A Stranger" (Capitol) . Louis Prima has a hit potential in "It's Good As New" (Columbia) . Mantovani has another instrumental winner in "Ramona" (London) . Nora Morales gets a neat Latino beat into "You, You, You" (Victor) . Ricky Hale is a good spinning bet with "Donkey Serenade" (Dana).

Disked 'Caesar' Comes Off As Vivid Dramatic Fare

As Vivid Dramatic Fare

Highlights from the Metro pic make for a vivid disk drama in "Julius Caesar" (M-G-M). Specially edited from the film's sound-track, the Shakespearean opus comes off as brisk, theatrical fare, in a swift-moving, vivid story of conflicting loyalties. Fine diction of John Gielgud (Cassius) and James Mason (Brutus) is standout, with that of Louis Calhern (Caesar) and Marlon Brando (Antony) not too far behind.

The wily, fanatic Gielgud is simply wonderful on the disk, stealing the play away from a soft, gentle Mason (who in the film has in turn stolen it away from Brando or Calhern). Brando, although his speech is a little thick and blurred at times, especially when spoken rapidly, is otherwise clear and expressive. His funeral oration is especially fiery and stirring. Diction of Edmond O'Brien (Casca) is more colloquial, and not always distinct.

The women are far inferior to the men, Deborah Kerr (Portiabeing too even, swift and monotonous of speech without the saving presence of her physical beauty Speech of Greer Garson (Calpurnia) is better.

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Music

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Music

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based on copyrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatman, Director. Alphabetically listed.

SURVEY WEEK OF JULY 3-9, 1953 (Listed Alphabetically)

•	All By Myself	Berlin
	Allez-Vous En"Can-Can"	Chappell
	Anna-+"Anna"	Hollis
	April In Portugal	Chappell
	Big Mamou	Peer
٠,	Blue Gardenia-f"Blue Gardenia"	Harms
٦,	Breeze	Leeds
÷	Breeze Call Of The Faraway Hills—t 'Shane'	Famous
	Caravan Eyes Of Blue—: "Shane"	American
	Eyes Of Blue-"Shane"	Paramount
	Granada	Peer
•	I Am In Love—*"Can-Can" I Believe	Chappell
	I Believe	Cromwell
1	If I I ove You A. Mountain	reist
	I'm Walking Behind You	Leeds
	Keen It Cav—*"Me And Juliet"	Williamson
	Melba Waltz	BVC
	Nearness Of You	Famous
· ·	Melba Waltz Nearness Of You No Other Love—*"Me And Juliet".	Williamson
	Oh	Feist
ì	P. S. I Love You	La Salle
ŧ	Ramona	Lion
	Return To Paradise-t"Return To Paradise"	Remick
٠.	Ruby—†"Ruby Gentry"	Miller
1	Cov Si Si	Marks
١.	Say You're Mine Again	Blue River
÷	Someone's Been Readin My Mail	witmark
	Song From Moulin Rouge-1"Moulin Rouge"	Broadcast
٠.	Vaya Con Dios	Ardmore
٠,	Your Cheatin' Heart	Acuff-R
	되다면 사람이 아름이 사용하다면서 사용 하는 사고를 되는 것이 되는 것이다.	
. '	Second Group	
	A Blues Serenade	Mills

Second Group	Marina II.
A Blues Serenade A Purple Cow All I Desire	. WHIIS
A Purple Cow	Artists
All I Desire	Broadcast
C'est Magnifique-*"Can-Can"	. Chappell
Eternally	Bourne
Hey Mister Cotton Picker	. Laurel
Honey In The Horn	. Alamo
Hot Toddy	. Coachella
I've Got The World On A String	. Mills
Just Another Polka	Frank
Marriage Type Love-*"Me And Juliet"	Williamson
My Flaming Heart	
My Lady Loves To Dance	. United
Pretend	Brandom
Seven Lonely Days	Jefferson
Side By Side	Shaniro-B
Something Wonderful Happens	Tohnstone-M
Sorta On The Border	
Tenderfoot	
Terry's Theme From Limelight-"Limelight"	
Till I Waltz Again With You	
You Too You Too	. Marks

Top 10 Songs On TV

(Listed Alphabetically)	
April In Portugal	Chappell
Big Mamou	Peer
Hollywood	Duet
I'm Walking Behind You	Leeds :
Lady Of Spain	Fox
No Other Love	Williamson
Ruby	Miller
Ruby There's Music In You	Chappell
Tootle-Loo-Siana	Shapiro-B
Your Cheatin' Heart	
	and the same of th

Five Top Standards

(More In Case of Ties)

Baby Face	Remick
Be My Little Baby Bumble Bee	Harms
By The Sea	Shapiro-B
Romance	
Sometimes I'm Happy	Harms

† Filmusical. * Legit musical.

RETAIL SHEET BEST SELLERS

VARIETY Survey of retail sheet music sales based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week. *ASCAP 1 BMI

	ing Last		New York, MDS	Indianapolis, Pear	Boston, H. N. Hon	Chicago, Carl Fisc	St. Louis, St. Louis	Philadelphia, Char	Minneapolis, Schm	Detroit, Grinnell	Kansas City, Jenk	Los Angeles, Mors	Seattle, Capitol M	San Antonio, Alan	A L P O I N T
1	1	Moulin Rouge (Broadcast)	1	1	1	2	1	2	3	4	3	2	2	1	109
2	2	April in Portugal (Chappell)	5	2	2	1	2	1	6	1	4	1	3	3	101
3	3	'I'm Walking Behind You (Leeds).	4	3	7	4	3	7	1	3	2	6	1	2	89
. 4	5	Ruby (Miller)	•	6	4	5	5	4	4	2	6	7	5	4	69
. 5	4	*I Believe (Cromwell)	3	5	10	9	4	6	2	7	1	4	6.	8	67
6	9	*Just Another Polka (Frank)	. ·		5	3				6	5	5	4	10	39
7	10	No Other Love (Williamson)	2	9				3		5		8	5.44	1	28
8A	7	Say You're Mine (Meridian)			٠	6	8	- 5				9		5	22
. 8B	14	Vaya Con Dios (Ardmore)	6.		1.	7		10	8			3	10	· · · ·	22
10	8	Your Cheatin' Heart (Acust-R)		7	3		9				10	10		7	20
11	11	*Seven Lonely Days (Jefferson)				8	6			• • •	7		7	9	18
12		P.S. I Love You (La Salle)	9	4			7	· · ·							13
-13A-		Limelight Theme (Bourne)							7						12
13B		You, You, You (Mellin)						9	. 5						12
15		Pretend (Brandom)					10	•••		-		••	9	6	11

Longhair Disk Reviews

Russian Arias & Songs (RCA Victor; \$5.95). Bulgarian basso Boris Christoff, heard before on a Victor. HMY "Boris" here repeats in a distinguished disk of 10 Russ numbers. Wide variety of song includes Mussorgsky. Rimsky-Korsakov and Tchaikowsky airs plus such staples as "Volga Boatman" and "Song of the Flea." They're sung in superior style by a well-schooled voice of deep range, clarion quality and great natural beauty.

py a miscellaneous European cust.

Messager: Veronique (Vox. \$5.95).

Excerpts from a Parisian operetta hit of 50 years ago. Gay, melodious but superficial music, pleasantly performed by chorus, varied soloists, and the Lamoureux orch, all under Jules Gressier.

Bron.

'Opry's' Last L'ville Stand

woice of deep range, clarion quality and great natural beauty.

Bloch: Concerto for Violin and Baal Shem (Columbia; \$5.95). Columbia's Collector's Series presents Joseph Szigeti in a fine disk consisting of two notable works by the Swiss-American Jewish composer. "Baal Shem" three flavorsome vignets of Chassidic life, are played with rich feeling. The concerto, in modern vein with strong conventional Jewish overtones, is preformed with dash and skill. Lovely lyric second movement is standout.

Handel: Julius Caesar (Vox. 2 LP; \$11.90). Oratorio-like opera has graceful, classic music and a stately quality, with moments of grandeur. Somewhat static and stiff in spots, but overall an ap-

Retail Music 8% Ahead This Year, **NAMM Discloses**

Chicago, July 14.
Music industry's toppers disclosed that business in most
spheres is ahead of 1952, with retail sales outdistancing the forepart
of last year by about 8%. This
was revealed at the annual convention of the National Assn. of Music
Merchants held here this week
(13-16) in conjunction with a fourday trade show, the largest exhibit
in the history of NAMM.

in the history of NAMM.

Show, which is closed to the general public, has a new high of 273 exhibitors participating.

Promotion and television he been named important factors in the steady business upswing, contributing heavily to an interest in musical education. Essential to the sale of instruments, tutorship is currently at its peak with some 7,000,000 students receiving instruction in public and parochial schools and an additional 1,000,000 or more receiving private education.

Total volume of instrument sales reached \$305,000,000 last year, compared to \$250,000,000 in 1948. Already showing a substantial rise for 1953, business is expected to grow even better in the falt.

Height of the industry this year befits the centennial celebration of the Steinway piano.

Austrian ASCAP Nips Danschools

Vienna, July 7.
Copyright litigation of considerable interest to composers and music publishers in the U.S. was decided in favor of AKM (the Austrian ASCAP) by the Austrian Supreme Court recently. Action was against Assn. of Dancing School operators who had refused AKM payments on copyrighted music used in terping lessons.

The action, tossed around in the

The action, tossed around in the courts for some years, started in Graz, where a dance school such by AKM replied that the music used at lessons was merely "thythmic accompaniment" and not an essential part of instruction. AKM took the position that dancing lessons were impossible without music, and thus the owners of the music should share in the income. The lower court at Graz found only partially for AKM, saving that when music was played at balls, mass displays of pupils dancing talent and such events it must be paid for. But it okayed free use of copyrighted numbers for straight dancing instruction within schools.

In recording a clear-cut victory The action, tossed around in the

In recording a clear-cut victory for AKM against the dance teach-ers, the Supreme Court cited sim-ilar decisions in England, France and Denmark.

Victor VIPs Play Field For Fall Harvest Upbeat

For Fall Harvest Upbeat

RCA Victor brass is faining out
this week to spread diskery's fall
anticipation program to distributors and branch offices around the
country. Field will be briefed on
upcoming releases and promotion
plans.

On the briefing trek are George
Marek, director of artists & repertoire, covering Philadelphia, Washington and the Coast, Larry KanaFa, sales manager, covering the
New York and Newark territory;
Bill Bullock, sales planning manager, hitting Hartford and Cambridge, and Bill Alexander, advertising manager, taking over the
Chicago Detroit - Cleveland beat.
Ed Dodelin, field sales manager
will, join the hop to see the Chi
distribs.

St. Loo's Ballad Records

A new indie label, Ballad Records, will hit the market next week. Eurn, which is headed up by O. D. Washington, will headquarter in St. Louis.

Diskery's initial release was cut by the Swans Quartet.

EY OF SONG HITS Diskers Don't PEATMAN ANNUAL SUI

The 35 Song Hits with the Largest Radio and Television Audiences Are Listed Below in Order of the Total ACI Points Received in the ACI Surveys During the Year. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began prior to July 1, 1952, are noted by the date-1952).

	Total	Weeks	가능 그림을 내린다는 남고를 하다 !	flag tall free for	
D)	ACI	in			
Rank	Points	Survey	Song Title	Production	Publisher
1 1	31799		*Don't Let The Stars Get In Your Eye		Four-Star
2	31534	34	Wish You Were Here	(Wish You Were Here)	Chappell
3	28873	30	You Belong To Me		Ridgeway
4	27017	32	Because You're Mine	(Because You're Mine)	Feist
5 6	25581	26 25	Why Don't You Believe Me	Taky timbah bagilan kecali yan	Brandom
7	25094 23956	19	Till I Waltz Again With You *I Believe		Village Cromwell
8	23940	24	*Side By Side		Shapiro-B
9	23459	20		(Moulin Rouge)	Broadcast
10	23309	27	Jambalaya	mount mage	Aculf-R
100				이 집 집 모으지 않게 된 제하다.	
11	23182	32	*April In Portugal		Chappell
12	22485	27	Keep It A Secret		Shapiro-B
13	22422	23 30	*Pretend		Brandom Marks
14 15	21469 17586		Glow-Worm Walkin' My Baby Back Home (1952		DeSylva-B&
16	17544	28 32	Lady Of Spain		Fox
17	17088	19	*Your Cheatin' Heart		Acutt-R
18	16817	21	Auf Wiederseh'n Sweetheart		Bill & R
	15744	22	*Doggie In The Window		Santly-J
20	14648	22	I Went To Your Wedding		St. Louis
21	14447	20	How Do You Speak To An Angel	(Hazel Flagg)	Chappell
22	14361	20 25	Somewhere Along The Way (1952)	tilazet riaggi	United
23	14141	34	Lover (1952)		Famous
24	13443	25	Half As Much		Acuff R
25	13302	21	Zing A Little Zong	Just For You)	Buryan
26	12808	14	*Ruby	(Ruby Gentry)	Miller
27	11391	20	Wild Horses		Simon
28	11240	10	White Christmas		Berlin
29	10551	33	High Noon	(High Noon)	Feist
30	10503	19	Blue Tango (1952)		Mills
31	9442	19	Hush-A-Bye	(Jazz Singer)	Remick
32	9314	21	Outside of Heaven	afore cuitificity	BVC
33	8875		*Just Another Polka	하하는 이 이 그를 들었다고 나왔다.	Frank
34	8487	18	Hold Me Thrill Me Kiss Me	그 열시 환경 보이 경험 4일 문학	Mills
35	8244	19	Takes Two To Tango	[24] 사람들은 보다면 제상하다	Harman
40	0411	10	Tunca Tuo To Tunko		

TOP STANDARDS OF 1952-1993

AC	I in		
Rank Poin		Song Title	Publisher
1 945		Tea For Two	Harms
2 859		Somebody Loves Me	Harms
3 737		By The Light Of The Silv'ry Moon	. Remick
4 730		Tondayly	Morris
5 730		September Song	DeSylva-B&H
6 694		That Old Black Magie	Famous
7 669		Easter Parade	Berlin
8 58	7 19	April In Paris	. Harms
9 534	3 16	On The Sunny Side Of The Street	Shapiro-B
10 527	6 14	Blue Skies	Berlin
11 52	8 16	's Wonderful	Harms
12 48		Just One Of Those Things	Harms
13 46		Alexander's Ragtime Band	Berlin
14 43		There's No Business Like Show Business	Berlin
15 358		St. Louis Blues	Handy
16 352		Christmas Song	Morris
17 33		April Showers	Harms
18 31	3 15	Begin The Beguine	Harms
19 30		Take Me Out To The Ballgame	Broadway
20 30	10 7	I May Be Wrong	Advanced
21 - 29	52 8	Getting To Know You	Williamson
22 280		Undecided	Leeds
23 280		Over The Rainbow	Feist
24 28		Embraceable You	Harms
25 28		Who	Harms
26 28	07 10	My Divo Unavon	FOIST
27 27		June Is Rustin' Out All Over	Harms
28 27	90 6	lealousy	, parms
29 26	85 7	Shine On Harvest Moon	Remick
30 26	81 10	Lullaby Of Broadway	witmark
31 26	69 10	Dancing In The Dark	Harms
32 26	65 10	Tico Tico	. Harris
33 26		Manhattan	Marks
34 26		Tve Got My Love To Keep Me Warm	Berlin
35 25	70 8	Sweet Lorraine	Mills

VARIETY 10 Best Sellers on Coin-Machines

			1 14			
:	1.	I'M WALKING B	EHIND YOU (8)		Eddie Fisher Victor
	2.	SONG FROM MO	ULIN ROUGE	(10)		Percy Faith Columbia
	3.	OH! (2)				Pre Wee Hunt Capitol
	4.	VAYA CON DIOS	S (4)			Paul-Ford Capitol
	5.	APRIL IN PORT	UGAL (10)	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Les Barter Capitol
	6.	SAY YOU'RE MI	NE AGAIN (10)			Perry Como Victor
	7.	YOU, YOU, YOU	(1)		i e de e de e de e de e	Ames Bros. Victor
. '	8.	RUBY (9)			a sa sa karaka ke	Richard, Hayman Mercury. Perry Como Victor
	9. 10	CAMBIER'S CUI	E U			Rusty Draper Mercury
	, ,,	OWNIPPING OC	E # 28-96 (A)			The state of the s

Second Group

NOTE 가지도 함께는 다시 그 있다. 이 전에 되는 사고 내가 그 사용하는 가는 그리지가 그렇다면 다른	
ANNA	Sylvana Mangano M.G.M
SEVEN LONELY DAYS	Georgia Gibbs Werency
1 BELIEVE	Franke Laine Columbia
DOWN BY THE RIVER SIDE	Four Inds Columbia
PRETEND	Nat (King) Cole Capitol
CRYING IN THE CHAPEL	Darrelt Glenn Valley
ID RATHER DIE YOUNG	Hilltowners Dol
TV RHUMBA	Bob Bucheldor Mood
TERRY'S THEME FROM LIMELIGHT	Freile Chacksfield London
CRYING IN THE CHAPEL	Rex Allen Deced
CRAZY, MAN, CRAZY	Bill Haled Esses
APRIL IN PORTUGAL	Vie Damone Mercary
TELL US WHERE GOOD TIMES ARE	
YOUR CHEATIN' HEART	Jour James . M.G.s.
CIOUR UMERAIN MEANE SELECTION OF THE SEL	

Let Whiskers **Grow On Labels**

Record companies are going all

Record companies are going allout to beat the summer sales doldring with stepped up promotion and exploitation campaigns. Several companies also are getting in their plugs via special radio shows and mag articles for payoff reaction in the market.

RCA Victor, which is spreading the "Christmas In July" sales gospel to dealers and distributors with bulletins, st camers, flyers and varied proportion stunts, recently took on the sponsor-hip of a new radio show teaturing frony Martin on NBC. In Martin's role as platter spins to Victor releases. His own disks are stelluded in the batch, of course, Actor also is pleking up the tab on the new "Goldbergs" tele show for additional disk plurging.

Columbia is cashing in on Mitch Miller, its artists & repertoire topper, for extra added plugging values. Miller has been hot copy for the mags the past few months and Col exces figure every plug for Miller's wnew York level. Col disks are getting a strong hypo via Miller's wnew york level. Col disks are getting a strong hypo via Miller's wnew work has been for energy and the covers the entire record industry, the Miller-Columbia as octation is strong enough. To make the Sunday verse a subtle plug for the Col label.

Although the covers the entire record industry, the Miller's a subtle plug for the Col label.

Although the other diskeries haven't yet moved into the airlanes, their summer promotion outlay has been increased. They're all concentrating on promotional trappings as well as deciay-distributor treks by their ake staffers and artists.

Capitol Pushing Disketeria Plan

Chicago, July 14

Chicago, July 14.
Capitol Records launches a giant sales campaign Aug. 15 stressing advantages of self-service merchandising. Plan is do spreem dealers with complete brochures on presentation of disks for sale, and to prepare actual displays.

According to Bill Fowler, Capitol sales topper who's here for the music merchants' convention, it has required one year, and \$50,000 to assemble the comprehensive information and the full-color brochures plans, will be presented at dealer, occlings late in August, Concurrently with the program, Capitol will unveil a new children's package in the 80c, price range, a new series of classics and a battery of pop albums by top artists.

Eleven six-inch disks are ready for release in the Toyland series on 78s. Other kid items, the single 10-inch waxings, are being dropped in price to reach a broader market. New Cetra scries pretents highlights from Italian operas, at lower cost than full operas.

Mpls.' Art Gallery Jazz Via Dixieland Combo

Minneapolis, Ju'y 14.

Jazz goes hi-hat here with the highbrow and tony Walker Art Gallery centre scheduling a series of concerts by Doc Evans' five-piece Dixieland; band, which has won a considerable name for itself

won a considerable name for itself locally.
First of the concerts drew an entimisastic overflow audience. Russell Roth, reviewing it for the Minneapolis. Star, reported that, "the music was almost too hot" for the weather, "there being no effort to tone down' the missic because of the eultural atmosphere." By "hot," Roth explained, he meant "good." The Walker is one of two Minneapolis art galleries oom to the public and housing famous and priceless paintings and other art objects.

Decca Renews Monroe

Bill Monroe has been repacted to Decea's country roster for an additional two years. Monroe joined the label in-1951.

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SOUTH

EAST

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N. I. Don't Come	SNIW-WAKW WAYW NUTY
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	FY PULL string in popularity se basis of 10 points o one point. Cities rehensive picture of
	DISK JOCKEY PULL signed to indicate those records rising in popularity Ratings are computed on the basis of 10 points for a No. 2 and so on down to one point. Cities let to uneek to present a comprehensive picture of
	THEITY DISK JOCKEY PULL This compitation is designed to indicate those records rising in popularity as well as those on top. Ratings are computed on the basis of 10 points for a No. 1 mention. 9 for a No. 2 and so on down to one point. Cities and jockeys will vary week to week to present a comprehensive picture of
1	This as well a for a No. and jocke

		ELECY CLUB TO THE CO. T.	N.O. Idies toin Luit.	
THE COMPLETIVE DISK JOCKEY POR This compilation is designed to indicate those records rising in pass well as those on top. Ratings are computed on the basis of for a No. 1 mention. 9 for a No. 2 and so on down to one point. The service of the comprehensive part of the comprehensive parts.	JOCKEY POLL ate those records rising in popularity computed on the basis of 10 points d so on down to one point. Cities present a comprehensive picture of	MINON STEEL WATER	ASCE—MARKE ASCE—MARKE IR-MITE ASTE-MOOR	bett-KENE ou-KEMB
		Al Cole— Faul Fian Bob Wall Gerry Sti Jeery St	LOW Ed. COM. W. COM	John Pe Bob Lâr Bob Har Dick Gil
Victor	*I'm Walking Behind You	1 1 1 5 2 9 2 2	2 4 2 4	t 6 L
Columbia	Song from Moulin Rouge	3 2 5 0 1 10 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	3 4 6 1 3 5	8 3 4
Capitol	*Vaya Con Dios	3 6 1 8 7 3 7	1 9 6	1 5
Ferry Como		10	, 8	0
1	*Ruby	5	2 2	
1	*Limelight Theme	4 4 10	5	6
Dot	*I'd Katner Die Loung	5	3	4 of 01
Victor	+Say You're Mine Again			0 4
Capitol	*Allez-Vous-En	8		00
Hilltoppers Dot	*P.S. I Love You	9 , 7 , 7		
	Gambler's Guitar		A STATE OF THE STA	
Vogue	*He Loves Me	1	7	6
Columbia	*I Believe	9 8		
Morning	*Fternally	8	6	
Capitol	*I Love Paris	5	6	
Victor	+Jig-Saw Puzzle Heart		8	4
	*Oh	9	8	
Richard HaymanMercury	** Wooin' We Will Go			7
Not (King) Cole	*Return to Paradise		8 9	•
	Say Si Si		4	
Victor	*C'est Si Bon	6	8	
	+Gambler's Guitar			4
Sylvana ManganoM-G-M	Anna		10	
M-C-M	*Is It Any Wonder	1 '	(1) は、これは、これには、ないできる。(2) は、これには、これには、これには、これには、これには、これには、これには、これに	10
Helene Dixon Okeh.	*Don't Call My Name		9	
Capitol	*Pretend	10 7		2 10
	*Organ Grinder's Swing			
Haley	*Iohnne		10	2
Mood				
Capitol	*Ruby		· · · · · · · · · · · · · · · · · · ·	
Valley	tCrying in the Chapel.			
Wally StottColumbia	Columbia *Limelight Theme			A
Decca				
Four Aces Decca	*Honey in the Horn			8
M-C-M	Trour Cheatin Heart			
Dozen				
	*Ruh	2		
		2	8	
Victor	†Rub-A-Dub-Dub			
Bill Darnell Decca.	*Tonight Love			
			9	
Richard Hayman Mercury	*Eyes of Blue			
			こうしょう こうきゅう かんこう かんしゅう しゅうしゅう かんけい かんしん	

Order Blank

CHRISTMAS IN JULY!

RCA Victor has the hottest pop list in its history . . . the fastest-selling, largest-selling hit singles in the country today! They're selling in July at a November clip!

AND MORE COMING UP!



RIDING HIGH!

	현실하게 마루에 마리를 받는 것 않아 없는 하는 아니 바라 없었다.	
1. EDDIE FISHER	I'm Walking Behind You ● Just Another Polka	20/47-5293
2. PERRY COMO	No Other Love ● Keep It Gay	20/47-5317
3. EDDIE FISHER	With These Hands ● When I Was Young	20/47-5365
4. PERRY COMO	Say You're Mine Again ● My One and Only Heart	20/47-5277
5. THE AMES BRO	OTHERS You You • Once Upon a Tune	. 20/47-5325
	N Sorta On the Border ● Unfair	
7. EDDY ARNOLI	D How's the World Treating You ● Free Home Demonstration	20/47-5305
8. HAWKSHAW	HAWKINS The Long Way ● I'll Trade Yours for Mine	20/47-5333
9. HANK SNOW	Spanish Fire Ball ● Between Fire and Water	20/47-5296
10. THE DU DROP	PERS Found Out Little Girl, Little Girl	.20/47-5321

BUSTIN' OUT OF THE BAG!

PIANO RED

POPULAR

그리고 그 그 그 그 그는 그들은 그 그 그 그 그를 보고 그 그리고 싶었다.	S t ate State of the state of	
1. MARIO LANZA If You Were Mine • Song of India	10/49-4209	
2. DINAH SHORE Blue Canary • Eternally	20/47-5390	
3. EARTHA KITT C'est Si Bon ● African Lullaby	20/47-5358	
4. JUNE VALLI Crying in the Chapel • Love Every Moment You	Live 20/47-5368	
5. MELACHRINO STRINGS The Sword and the Rose • Shadows		
6. THE FONTANE SISTERS Please Play Our Song • Falling	20/47-5383	
7. LOU MONTE Jealous of You Angelina	20/47-5382	
8. THE THREE SUNS Don't Take Your Love From Me ● Under Paris Skies	20/47-5347	
COUNTRY/WESTERN		
1. SUNSHINE RUBY Datin' Nobody Asked Me to Dance	20/47-5374	
2. HOMER AND JETHRO I'm Walking Behind You-All ● Mexican Joe No. 6-7/8	20/47-5372	
RHYTHM/BLUES		



Your Mouth's Got a Hole In It • Decatur Street Boogie .. 20/47-5337

AFM Asked to Show Why Haven Johnson Should Not Be Granted Appeal

Albany, July 14.

Not Be Granted Appeal

Albany, July 14.

The American Federation of Musicians will have to show cause why Haven Johnson, former plantst at the 21 Club in Albany, should not be permitted an appeal to the Court of Appeals from a recent decision of the Appellate Division or should not be permitted to have the case reargued before the latter-tribinnal. Order directing AFM was granted by Justice Francis Bengen of the Appellate Division and is returnable Sept. 14.

The Appellate Division on July 2 inanimously reversed Supreme Court Justice Harry Schirick, who had granted Jehnson a temporary injunction against the AFM. The union threatened to expel him for refusal to continue paying 10% of his salary to Columbia Enterthment Bureau. The Appellate Division ruled that Johnson, as an AFM arbitration committee and hinding agent was bound to submit any controvery between a booking agent and himself to an AFM arbitration committee and hinding agent was similarly bound. Appellate Division said, "There is proof that the booking agent was similarly bound the booking agent could be held on their record to have bound themselves, required the agent to provide management for plaintiff and the booking agent could be held on their record to have bound themselves, required the agent to provide management for plaintiff and the provide working engagements for at least 40 weeks a year under a carefully graded period for two years. Thus there was presented an open and arbitrable question as to the validity of the contract under the New York statule and it is one over which the arbitrators had jurisdiction."

Hampton

Continued from page 41 =

bookers and promoters have moved in on the band biz in recent years, said Hampton, but he feels that they, too, will eventually be weeded

Along with the new dimension. Hampton stated the industry needs a thorough public relations job. He believes that the band biz can cape with the rival entertainment lures of TV and 3-D if it takes stock of itself and starts thinking in showmanship ferms.

Hamplon, who recently wound a stand at the Bandbox, N.Y., will slick to one-nighting in the east until mid-August, when he takes off on his first European jount.

RETAIL DISK BEST SELLERS

VARIETY Survey of retail disk best sellers based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

Mattanal

ork-(Davega

City-(Jenkins Music Co.) iis-(Ludwig Music House Wanamaker Clay) Ross) (Record Mart) TOTAL (Alamo ntonio

National Rating This Last	Witners Annual Philade Scattle Scattle Clevela An Autist Tapel Line An Clevela An Autist Tapel Clevela An Autist Tapel Clevela An Autist Tapel Clevela Autist Clevela Auti	I N T
wk. wk.	Artist, Label, Title 호텔 프로마 프로그	S
1.1	PERCY FAITH (Columbia) "Song from Moulin Rouge". 2 4 1 2 2 5 1 2 1	79
10 2	EDDIE FISHER (Victor) "I'm Walking Brhind You"	79
3 10	PERRY (COMO (Victor)	65
4 3	PAUL-FORD (Capitol) "Vaya Con Dios" 3 , 6 2 6 2 5 3 6	<u>55</u>
5 4	LES BAXTER (Capitol) "April in Portugal" 5 2 3 6 9 3 8 2	<u>5</u> 0
6 9		35
7 6		32
8 5	RICHARD HAYMAN (Mercury) "Ruby" 8 9 5 5 4 5	30
9 12	PEE WEE HUNT (Capitol) "Oh!" 5 \$ 9	22
	HILLTOPPERS (Dot) "Pd Rather Die Young". 1 4 8 HILLTOPPERS (Dot)	20
	PERRY COMO (Victor) 4 3 9 10 10	19
	"Say You're Mine Again" 10 6 10 10 6 6 6 MONTE KELLY (Essex)	18
13	"Tropicana" 8 5 KAY STARR (Capitol)	14
	"Half a Photograph" 3 7 EDDIE FISHER (Victor)	12
	"With These Hands" 8 3	7
16A_19_	"Gambler's Guitar" 7 8 10 9	10
<u>16B 11</u>	"Allez-Vous-En" 8 4	10
16C	"Crying in the Chapel" 8 4 FRANKIE LAINE (Columbia).	10
19 14	"I Believe" 8 8	6

FIVE TOP ALBUMS

EARTHA KITT (Victor)
"C'est Si Bon" ME & JULIET Broadway Cast Victor OC 1012 EOC 1012 LOC 1012 EOA 458

MUSIC FOR LOVERS ONLY Jackie Gleason Capitol 11-352

EARTHA KITT Victor EPB 3062 LPM 3062

VICTOR PRESENTS

WONDERFUL TOWN Broadway Cast Decca DL 9010 DA 937 9-391

10

CAN-CAN roadway Cast Capitol S 452 EDM 452

RICH LOSES PLAGIARISM SUIT ON 'BUTTONS' TUNE

Hollywood, July 14.

Freddie Rich lost his \$60,000 plagiarism suit against Paramount songwriters Jay Livingston and Ray Evans over the tune, "Buttons and Bows," this week when a jury of 10 women and two men voted nine-to-three for the defendants. Rich had charged that "Bows," which was showcased in the Papic, "Palefacc," was the same tune he wrote for the film, "Wildcat," in 1942. plagiarism suit against Paramount

Jury saw clips of both films be-

Morris Snags 'Chapel' For Europe, 'Waltz' Here

E. H. Morris Musle has picked up the European rights to "Crying in the Chapel" from Nat Tannen, repping Valley Music. Tune will be handled out of Morris' pub set-up in London.

up in London.

Firm also acquired U. S. rights
to "This Waltz With You" from
Erwin-Howard Music. Lee Erwin
and Mel Howard, who wrote the
tune, already have cut it on their
indie label outfit, Zodiac Records,
with Norman Brooks.

Lyrics

Continued from page 41

companies.

Despite the Parish lyric, it's the strictly instrumental slice of "Ruby" by Richard Hayman on the Mercury label that continues to dominate the field. Vie Damone's vocal of "Portugal" on Merc has made some noise in the market but it still is far behind Les Baxler's instrumental via Capitol.

market but it still is far behind Les Baxter's instrumental via Capitol.

One of the most recent instrumental clicks to get the word treatment has been Charles Chaplin's theme for "Limelight." Lyric version, written by Englishman Geoffrey Parsons, has been covered by Dinah Shore for RCA Victor and Damone for Merc, but neither has hit with the impact of Frank Chacksfield's instrumental cut for London Records.

Adding fuel to pubbery efforts to mate words to instrumentals is the plugging pattern taking shape on Bill Engvick's job for "Song From Moulin Rouge." Tradesters agree that "Rouge" is an instrumental tune as far as the wax field is concerned but that it's the Engivick lyric that has helped get the performances on radio and tele, which in turn has hypoed the sheet copy sale.

$= \{ \{ \{ \{ \{ \{ \}_{i=1}^{k} \}_{i=1}^{k} \} \} \} \} \} = \{ \{ \{ \{ \{ \{ \}_{i=1}^{k} \}_{i=1}^{k} \} \} \} \} \} = \{ \{ \{ \{ \{ \}_{i=1}^{k} \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} \} = \{ \{ \{ \{ \{ \}_{i=1}^{k} \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \{ \}_{i=1}^{k} \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \{ \}_{i=1}^{k} \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} = \{ \{ \{ \}_{i=1}^{k} \} \} \} = \{ \{ \{ \{ \}_{i=1}^{k} \} \} \} = \{ \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \}_{i=1}^{k} \} = \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \}_{i=1}^{k} \} = \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \}_{i=1}^{k} \} = \{ \{ \}_{i=1}^{k} \} \} = \{ \{ \}_{i=1}^{k} \} = \{$ Another BMI "Pin Up" Hit GAMBLER'S GUITAR RUSTY DRAPER(Mercury) (Mercury) JACK TURNER (Victor)

Published by

FREDERICK MUSIC PUBLISHING CO.

Fred Jackson Named G.M. Of Mills' London Link

UI MIIIS LONGON LIIK

Jack Mills U.S. music publishing exec currently on a European trek to set up affiliates, has appointed Fred Jackson general manager of Mills London firm. Post has been vacant since the death of Harry Ralton several months ago. Cyril Shane was named to head up firm's exploitation division.

Mills left for the Continent last week where he'll complete negotiations for the setting up of affiliate organizations in Paris and Rome.

ate o Rome.

Indianapolis — Ward Glenn, pub-lic relations director of WIRE, In-dianapolis, will leave Saturday (18) to become manager of the Eric to become manager of the (Pa.) Philharmonic Orchestra.

DONA

AND HIS ORCHESTRA

Currently

COCOANUT GROVE AMBASSADOR HOTEL, Los Angeles

Direction: MCA Personal Mgt.: FRANK WALSH

CHACKS

Thirty nine year old Frank Chacksfield was a piano prodigy at seven. Despite that, by the time he entered college he was determined to be a lawyer. However, the case of law vs. music was decided in favor of music. After his discharge from the army he conducted for such famous English leaders as Geraldo and Henry Hall. His BBC series is one of England's top programs.

His First London Release Was an Instantaneous Success . . .

Terry's Theme From

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Next Release—July 27 Ebb Tide - The Waltzing Bugle Boy 1358 & 45-1358



Wholesale A&R **Shifts Cue Poser** On Past Deals

Shifts in the artists & repertoire structure at Decca, Coral, Mercury and RCA Victor in recent months still have the publishers up in the air Decisions on what current a&r men will do about tunes cut by their predecessors have not been clearly resolved and the pubsigent sure whether their songs will end up in the vaults or on release.

grent sure whether then song will end up in the vaults or on release.

Problem of exclusive deals made with ousted a&r men also is troubling the pubs. Does the exclusivity belong to the a&r man or to the label is the question many of the pubs are trying to resolve. In some instances the pubs have given up waiting for a release and taken their song to another label despite previous deals.

Extent to which exclusive arrangements can trip up both a&r men and pubs in the shifting a&r scene was pointed up recently with "What Happened To the Music". Tune, which is published by Tommy Valando, was given exclusively to Milt Gabler, then a&r topper at Coral, for a Don Cornell-Teresa Brewer etching. Disk was in the Coral can when Gabler was shifted to Decca and he wanted to cut it for his new label. Valando protested that it was a Coral exclusive and convinced Gabler to walt for the Coral release to hit market before he made any move on the song. Gabler waited but tradesters are speculating on what the outcome would have been if Coral wasn't a Decca subsid.

Victor's 'There's Gold In Them Thar Tyro Trills'

RCA Victor's yen for new tal-ent, instituted by Joe Carlton, re-cently appointed pop artists & repertoire topper, continued roll-ing with the pacting of crooner Bill Carey. Carlton recently latch-ed on to Lou Monte from the indie-Jubilce label and currently is dick-ring with several other tyro sing-





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CAPITOL	ARTIST
1. VAYA CON DIOS	Les Paul-Mary Ford
2. HALF A PHOTOGRAPH ALLEZ-VOUZ-EN	Kay Starr
3. APRIL IN PORTUGAL SUDDENLY	
4. OH!	Pee Wee Hunt
5. RETURN TO PARADISE ANGEL EYES	Nat (King) Cole
COLUMBIA	
1. SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith
2. WHERE THE WINDS BLOW	
3. I BELIEVE YOUR CHEATIN' HEART	Frankie Laine
4. DOWN BY THE RIVER SIDE TAKE ME BACK	
5. KISS ME AGAIN, STRANGER A PURPLE COW	D. Day-P. Weston
CORAL	
1. GLAD SONG WHAT HAPPENED TO THE M	USIC
2. TOYS	Eileen Barton

2.	TOYS	150 B 150 150 150 150 150 150 150 150 150 150			. Eileen Barton
	I AIN'T GON	NA DO IT			
3.	CECELIA				Neil Hefti
	EH LA BAS	11.5		5	
4	INTO EACH	LIFE	. 	Teresa Br	ewer-Les Brown
	TOO MUCH				
5.	SHE LOVES	ME			Don Cornel
17.7	WHEN HAND	S OF CLO	CK PRAY	AT MID	HGHT
DI	ECCA				

1.	PRETTY BUTTERFLY DON'T LET ME DREAM	Mills Bros.
	FALSE LOVE	. Four Aces
	CRYING IN THE CHAPEL I THANK THE LORD	Rex Allen
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5.	MY HEART BELONGS TO DADDY I'VE GOT YOU UNDER MY SKIN	. Peggy Lee

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LONDON			Programme.		
1. TERRY'S	THEME FR	OM LIME	IGHT	Frank	Chacksfield
INCIDEN	TAL MUSIC	FROM L	IMELIGH	T	
2. SONG FR	OM MOUL	IN ROUGI	e		.Mantovani
VOLO CO					

RETURN TO PARADISE Lita Roza
TELL ME WE'LL MEET AGAIN WONDERFUL ONE Anne Shelton-Ted Heath DUMMY SONG

THE LAST RHAPSODY Stanley Black-Mantovani

MERCURY 1. GAMBLER'S GUITAR	
1 CAMBURD'S CHITAD	
FREE HOME DEMONSTRATION	
2. FOR ME, FOR ME	
3. BUTTERFLIES Patti	e Page
4. ETERNALLY	amone
5. RUBY Richard II	ayma n
M-G-M	

	LOVE MOOD		· •
M	G-M		Alexander Const
1.	ANNA I LOVED YOU	• • • • • • • • • • • • • • • • • • • •	Sylvana Mangano
2.	YOUR CHEATIN' HEAD		Joni James
	I'LL BE WAITING FO	R YOU	
3.	KAW-LIGA HEAD		Hank Williams
	I LAUGH TO KEEP FR SEND MY BABY BACK	TO ME	
5.	IS IT ANY WONDER ALMOST ALWAYS		Joni James
	CA VICTOR	2 J 4	, A
	I'M WALKING BEHIND JUST ANOTHER POLK		Eddie Fisher
	WITH THESE HANDS		Eddie Fisher

WHEN I WAS YOUNG YOU, YOU, YOU ONCE UPON A TUNE 8. NO OTHER LOVE KEEP IT GAY

C'EST SI BON AFRICAN LULLABY

********** Milt Gabler, Decca Records Inspired '2 Fine Horses,' artists & repertoire topper, in Chicago doubling between recording sessions at the National Assn of Music Merchants convention.

Cabbie Dies in Vienna

Vienna, July 7.

Adolf Hirt, Viennese cab driver who died recently at the age of 92, was the inspiration for one of Vienna's most famous songs, "I Have Two Fine Horses." Hirt, who hacked a "fiacre" (a two-horse cab), was the fave driver of Rudolf Pick, tune's cleffer.

Whenever Pick had to hire a "fiacre" in Vienna he insisted that Hirt be his driver. Of the more than 1.000 songs penned by Pick only "I Have Two Fine Horses" won him a wide rep.

On the Upbeat

New York

Jack Coombs named promotion manager for Tico Records
Amby Hughs, Souvenir Records, Jackee, began a two-week stand at the Gay Haven, Detroit, Monday, 130 ... Rita Constance inked to the indic Cadillac label ... George Shearing opens at the Bandbox July 21 ... Kelton Co exhibiting its new player at the Hotel Billing Cole opens at the Fairmount Hotel, San Francisco, for three weeks beginning July 28 ... Stan Pai, deejay on WTNJ, Trenton, Iroilled in September issue of Scope mag ... Thrush B tty Madigan guesting on Ted Steele's WPLX show for the next two weeks LAbey Albert orch bogan an indefinite run at the Hotel Syracus, Syracuse, visierday (Tues) Billy Eckstine into the Froiles, Salisbury Beach, Mass., July 49.

Chicago.

Chicago ,

Chicago
Hal McIntire to play four frames, at Edgewater Beach heginning. Aug. 14. Harmonicats are taking three-week vacation, first fayoff in seven years. Tommy Reed opened Dutch Mill, Delevan, Wis. July 10 for single week and follows with indef, stint at Oh Henry Ballroom, Willow Springs; III., beginning July 22. Eddy Morisey Tio, packaged with Ish Kabbible, opened Oasis, Muhcie, Ind., July 13 for two stanzas. Mickey Sharp playing two weeks at Henry Grady Hotel, Atlanta, beginning July 30. Dominoes, open Widdurst Country Club, Denver, July 16, for fortnight. Electric Park Ballroom, Waterloo, Ia., celebrating its 50th year this month.

Pittsburgh

Everett Neil Trio into Tonning Carlyn's for a run Morry Allenorch opened indef engagement (13) at Chicz Dec Jean Matthews threesome at Reid Manor in Conneaut Lake Al Bari combo playing Jinny Sundry's William Penn Tavern for a few-weeks Joey Sims band signed for seven weekly dances, beginning in October, at sociated with Lou Levy's pubbery Top Hatters Club. Mickey Ross operations.

Omaha

Harry Ehrlich band booked for Saturday nights at Lost Park in Scottsbluff. Blue Barron goes into Lincoln's Turnpike on Saturday (19). Frenchy Boutan Trioreturned to John Lowe's Arcade in Sioux Falls Benefit dance Omaha musiclans staged for local trumpeter Dave Kavitch netted ailing tooter \$2,297.53; Mal Dunn reports. Cliff Dudley oveh opened at Cave under Hill Hotel here. Society Be-Bop Duo into Dundee Dell. Jan Garber plays Club 36, Marysville, Kam. today (Wed.). Singer Peggy Lane. joined Wendail Hall's combo at Palur Garden in Legion Club.

Jack Parnell & Music Makers, after two weeks stint at the Playhouse, Glasgow, were specially flown south to accompany AI Martino in two concert dates at Hackney Empire. Gordon L. Rolle is musical director at Empire, Edinburgh . Frank Sinatra working in and out of Glasgow dates at holiday resort of Ayr and at Dundee following week's vaude at Empire, Glasgow . Geraldo orch to play in new-style musical revue being worked out by Stewart Cruikshank for Lyceum, Edinburgh, at Christmas.



JONI JAMES

MY LOVE. MY LOVE

YOU'RE FOOLING SOMEONE

THE GREATEST NAME



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AGVA Seen Moving to Exert Control Over Personal Mgrs. in % 'Abuses'



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LAST FRONTIER. KATE SMITH SHOW (TV)

> CHICAGO THEATRE CAPITOL THEATRE, Washington STATLER HOTEL, CHASE HOTEL, TOWN CASINO. HOLLANDEN HOTEL,

COLGATE COMEDY HOUR (TV)

JOHNNIE RAY TOUR THIS IS SHOWBUSINESS

ALL STAR REVUE (TV)

NICOLLET HOTEL,

CASINO THEATRE,

SEVILLE THEATRE,

TRITON HOTEL

PRINCE GEORGE HOTEL

BROWN HOTEL,

MAPES HOTEL

TOP'S,

San Diego

CHEZ PAREE, FOX THEATRE,

CIRO'S. Hollywood CHEZ PAREE,

Feeling is growing within the ranks of the American Guild of Variety Artists that personal managers should be brought under the control of the union. At present, AGVA doesn't recognize the personal managers and has no jurisdiction over them.

Events within the past few weeks have caused several board members to wonder whether AGVA should strike out and bring the p.m.'s under control. One of the matters that has been getting the union's attention is the Nat Nazager.

Another factor that is causing the union to put clamps on the personal management field is the extreme steps being taken by performers to get out of management contracts which still have a long time to run. One of the more prevalent methods which, has become almost a vogue is the filing of bankruptey so that the management contract is one of the liabilities that must await settlement in the same vein as other creditors. creditors.

There are conflicting schools of thought on that method. Some attorneys say that under bankruptey the performer would be discharged of future obligations in his management. Others feel that filing means a settlement will be made

(Continued on page 54)

U.S.-Owned Sans Souci, Havana, Reopens After \$40,000 Redecoration

Havana, July 14.

Sans Soucl reopened Thursday
(9) after being closed for about
three months during the dull offperiod between the winter and
summer to urist seasons. Sans
Souci is one of Havana's Big
Three nileries and the only one
managed entirely by Americans.

managed entirely by Americans.

During the time it was closed, a \$40,000 redecorating job was carried out. This included the building of a new outdoor bar (having a plantation theme). The bar seats 40. Rest of the redecorating was in line with the nitery's colonial architecture.

Boss of Sans Souci is Miamian Norman Rothman. The show with

Norman Rothman. The show, with Cuban and foreign talent, is being produced by Italian George Sacchi.

Kean Sis Go Hoyt

Betty & Jane Kean have switched to the Howard Hoyt Agency. The William Morris office had been booking them for the past year on a one-year deal. Simultaneously, the Kean Sisters also broke away from Gabbe, Lutz

also broke away from Gabbe, Lutz & Heller, their personal manage-ment firm.

N. J. Set to Move In on Riviera For '53 Skidoo

A commission to act upon the value of Bill Miller's Riviera, Ft. Lee, N.J., has been appointed by Superior Court Judge J. Wallace Leyden. The cafe is in the path of a highway now under construction and has been condemned by the New Jersey State Highway Dept. Commission compriss Charles H. Borg, a Hackensack realtor, E. Morrell Birtwhistle, Englewood realtor, and Oreste L. Cassi, Jr., a banker.

It's almost a certainty that this

banker.

It's almost a certainty that this year will be the last for the top summer nitery in the N.Y. area. Riviera was originally started by Ben Marden and was once the chief gambling centre in the northern part of Jersey. Final bill when the spot closes early October will be headlined by Eddie Fisher. According to current plans, what's left of the site will become an apartment development with tall buildings and river frontage.

According to reports, the \$1.

apartment development with tall buildings and river frontage.

According to reports, the \$1,500,000 settlement in state bonds once offered Miller has been withdrawn. Commission is now working on a figure tentatively set between \$700,000 and \$900,000. Settlement nearer the smaller figure is reported imminent.

The highway is virtually complete and the only part that hasn't been touched is the roadway leading into Riviera's parking lot.

The Riviera has been an extremely profitable operation for most of its career. It was closed originally by Ben Marden during the war because gas rationing made it impossible to get the N. Y. crowds. It was sold to Miller after hostilities and latter, with the exception of the first year, found it to be a moneymaker even without the casino. It has played some of the biggest names in the business.

Miller, however, will still have an investor to severe set income as

the biggest names in the business. Miller, however, will still have an important source of income as booker for the Sahara Hotel, Las Vegas. When he took on that assignment, he was given one share of stock in the hostel and has since believed to have purchased another share. According to reported profits of the Las Vegas, hotels, even so minor a share brings a lucrative return.

John Chas. Thomas' 30G For Las Vegas Fortnite

Las Vegas, July 14,
John Charles Thomas will make
histery debut at the Flamingo
Oct. 1, working will a mixed choral group of 14 voices. He'll get a
flat \$30,000 for the two-week stint,
paying the choir out of his own
fee.

Thomas currently is in San Francisco appearing in the light opera production "The Great Waltz."

BUD : CECE **ROBINSON** Las Vegas, July 14,

"Openers are Bud & Cece Robinson, whose terp turn is tailormade for this bill. They're a spirited and imaginative pair, and their uncomplicated routines bring good results. They do a Charleston, then a softshoe and close strongly in a jitterbug turn, with Bud sandwiching in a good impress of Ray Bolger. Their precisioning in the softshoe is excellent." MARSHALL BILLBOARD-Paramount, N. Y. Dillboard Paramount, N. Y. "Dencing of Bud and Cece Robinson in their always wonderful bobby-sox version of the Charleston, i-bug and soft shoe. The two kids are now a standard act. They project well, look good and work as if they're actually enjoying if. The result is that they are solid winners each time around. This time it was no different. They started fine, kept up the enthusiesm and wound up way on top."



ONCE AGAIN VISITING HIS MONEY HOTEL

THUNDERBIRD Las Vegas

-MARK J. LEDDY LEON NEWMAN

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DON. MARLOWE. Box 400, Daily Variety
6311 Yucca Street, Hellywood 28, California

Ohio Nitery Guide Pub Obtains \$690 Judgment

Youngstown, O., July 14.

Youngstown, O., July 14.
Buddy Fares, publisher of a handout nightclub guide in Youngstown, who is under grand jury investigation for criminal libel against vice squad members, has obtained a judgment for \$690 against Joseph Alexander and the Center Amus. Co., locale of many vice squad raids. The judgment was for collection of a promissory note dated March 1, 1947. Alexander acknowledged the debt.

Fares was bound over to the

ander acknowledged the debt.
Fares was bound over to the Mahoning County grand jury in February on a charge of criminal libel brought by 12 members of the police vice squad, after he claimed in his nitery guide that six members of the squad indirectly controlled gambling in Youngstown. The libel charges were filed after Fares failed to name any officer linked with the rackets.

Union Sez Vegas Sahara **Owes Christine Coin On** Cancellation: Act Remade

The American Guild of Variety Artists has notified the Sahara, Las Vegas, that the spot is liable for the salary to Christine Jorgensen, who was originally slated to start there last night (Tues). Letter was sent the hostelry from AGVA's Coast office, which is handling the matter. The GI remake had been contracted for two weeks at \$12,500 per.

at \$12,500 per.

Sahara previously notified Christine that it had been duped into thinking the act to be a femme. Cancellation was made following the turn at the Orpheum Theatre, Los Angeles, in which a travelog of Denmark was presented. The act wasn't favorably received.

act wasn't favorably received.

As a result of Christine's vaude experience, a new act has been devised. It's a song, dance and comedy dance turn with Miles Bell assisting. It's been booked by agent Charles V. Yates into the Copa, Pittsburgh, Aug. 10, and the Gay Haven, Detroit, Aug. 17. Yates said the entertainers are getting a "break-in" salary.

Liberace's 18G In Denver 1-Niter

Denver, July 14.
Liberace, appearing here at nearby Red Rocks auditorium in a recital Sunday night (12), racked up a huge \$18,400 (without fax) in the 8,400-seater. Arthur M. Oberfelder, local impresario who ton he's handled in Denver, presented the planist, said the take broke all records for any attractiberace, accompanied by his manager, Seymour Heller, also appeared at Pueblo Saturday night (11) and Colorado Springs Friday, both to sellouts.



BILLY GILBERT

JULY 20 YANKEE INN AKRON, OHIO

Personal Management DAVID L. SHAPIRO AL 4-1077

For Night Clubs: MERCURY ARTISTS

FOSTER AGENCY, LONDON,



Lucerne, Switzerland American Rep.: WM. MORRIS AGENCY TAVEL MARQUANI AGENCY PARIS

CAFE de PARIS



JOHN WALSH

HAS RECAPTURED LONDON HIS SEASON HAS BEEN **EXTENDED**

MANAGEMENT

M. MITCHELL

. . . and now just concluded 3rd return engagement PARAMOUNT

NEW YORK Thanks:-BOB-WEITMAN-BOB-SHAPIRO-HARRY-LEVINE

Direction: MCA



LAS VEGAS.

"Add Yaughn Monroe's solo flight onto a solid bill . . . and there'll be little cause for slow biz around the Sahara this fortnight.

"Monroe without his bank of musicians and gay vecalists is a surprising click as a single. He works with great nonchalance. bleating his stack of platter hits along with top pops."

LAS VEGAS.

"Affable Yaughn Monroe blends his manly baritone and smooth manner to spark the new show at the Sahara. His presence assures a rosy two weeks.

"If anyone felt any qualm at how Monroe would fare as a single, the audience that packed the Congo Room was quickly assured. Monroe, an experienced showman through the years with his own band, drew from his experience and proved a standout single." -Bob Clemens.



LAS VEGAS,

"With Vaughn Mottroe making his Vegas debut as a single in a well-stacked case. ment, odds are good that the two-frame audit will be excellent.

"The Monroe vocal quality has that unusual sound that has made him distinctive over the years while plying his pipes via Plotters, radio, TV, and recently, in pix. Every impressionist in this hemisphere should salaam at least once a week to this warbler, for rarely do Vaughn Monroe takeoffs fail to get a big mitt. The inperson Monroe is a great seller of songs. Without his own tootlers to skipper, he is even better at putting over a lyric. Easy in motion, never static or stiff, Monroe socks over a solid 30 minutes "-Will.



VAUGERVORROE

Starting in OCTOBER CAMEL CIGARETTES on CBS Radio

Just Concluded— SAHARA, Las Vegas

RCA VICTOR **RECORDS**

Alexander, Inc.

Direction, MARSHARD MUSIC

ARA, Coast AMA Seeking New Pact With AFTRA; % on Scale Pay a Hitch

are currently seeking a new agree-clude an agreement. Same terment with the American Federa-

ment with the American Federation of Television and Radio Artists. Artists Representatives Assa, representing the major offices in New York and Chicago as well as several other cities, plus the Artists Management Guild, a Coast percenter, organization, are both dickering with the union regarding an agreement to replace the pact which expired June 1 and which has been extended to July 21.

At an ARA meeting last week at the Astor Hotel, N. Y., the board

MYRON COHEN

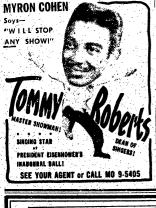
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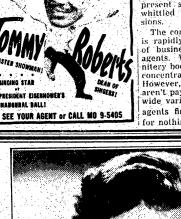
Members.

However, a union spokesman declared one thing can be certain—there-will be no commissions on scale, bookings. George Heller, AFTRA executive secretary, stated that the union has worked too hard to get its membership up to its present scale to permit it to be whittled down through commissions.

sions.

The commissions-on-scale matter is rapidly becoming a vital piece of business, particularly to indicagents. With decline in vaude and nitery bookings, the percenters are concentrating more on video dates. However, many vaudeo shows aren't paying more than scale to a wide variety of performers. That works find they've been working agents find they've been working for nothing on a lot of dates.





...Beautiful Ann Russell sparkles with singing impressions!"

"Comedienne, impressionist and personality girl deluxe."

GODDARD, St. Louis Globe Democrat

"A delight in her satirical impressions. Miss Russell's Hilde-

"A winning and amusing sure fire entertainer. Terrific!"

"A smart turn and superb talent . . . displays great know-

"Beautiful and appealing . . . imaginative and provoking."

TELEVISION: Martha Raye's All Star Revue; Milton Berle's Texaco Star Theatre; Ed Sullivan's Toast of the Town; Buick Circus Hour.

Direction: GENERAL ARTISTS CORPORATION

how in selling her entertainment wares

garde is devastating.

QUINN, New York Daily Mirror

LESNER, Chicago Daily News

LIUZZA, New Orleans Item

BURKE, Miami Herald

Dates-Bastille & Hotel

VARIETY

Patachou planed into New York Monday (13) from France and flew to the Coast immediately to be in time for a Bastille Day celebration at the French Consulate in Los Angeles. She'll open at the Ambassador Hotel there tonight (Wed.). (Wed.).

Chanteuse is also set for the Hotel Waldorf-Astoria, N. Y., Oct. 1 for six weeks, and follows with the Sahara. Las Vegas, Nov. 16, and the Palmer House, Chicago, Jan.

Variety Union Formed in Can.; **Rival for AGVA**

Montreal, July 14.

A new variety performer union, L'Association Canadienne des Artistes de Variete, Inc. (Canadian Assn. of Variety Artists), given approval recently by the Province of Quebec, is seen as providing a rival setup for the American Guild of Variety Artists which now has jurisdiction of the variety field in Canada. As a matter of fact, AGVA's next national convention

Canada. As a matter of fact, AGVA's next national convention is slated for Montreal.

At present the Canadian union has about 200 members who are represented by agents approved by the Quebec Dept. of Labor. The agents also have a franchise from this union. Group has concluded an agreement with the Canadian executives of the American Federation of Musicians which provides that the tooters will provide music for the Canadian variety union, just as the AFM is now doing for the Assn. of Canadian Radio Artists and the Assn. of French Radio & Television Artists. Union also wants an agreement with the Entertainment Managers Assn. in New York. However, it's believed that this is unlikely since EMA, which has an agreement with AGVA, may not contract with another variety artists' union.

CAVA is seeking to establish a guida system of foreign performers.

other variety artists union.

CAVA is seeking to establish a quota system of foreign performers which will be based on a percentage of the number of Canadian performers working in another country. They, hope to make a Canadian working permit necessary for foreign acts before work in that country will be permitted.

C. of C. Bids Long Branch City Solons Bring Back

mount and Strant Theatres there as a result of what he termed "continual harassment and embarrassment" in the dispute over the running of burlesque at the Paramount. As a result of the closings, the resort town was left without a theatre.

Paramount, which had been running burlesque for two weeks, has been in hot water over that policy. Four strips and the theatre mana-ger had been arrested and held under ball for action by the grand

Chamber of Commerce stepped into the dispute in an effort to amigably adjust the tiff and restore theatre entertainment. Reade was reported adamant about running the burlesquerie, but civic and religious groups have forced the administration to take steps to cut out that policy.

Myron Mending

Myron Mending
Comedian Myron Cohen is recovering at Peekskill Hospital,
Peekskill, N. Y. from an auto
accident which occurred Sunday
112. Cause of the accident wasn't
ascentained, but—its—believed—helost control after hitting a defective bit of paving.

He's expected to be discharged
tomorrow (Thurs.).

Patachou's L.A. Flight For Schuyler's Takeover of Beachcomber Cues Talent War; Bids 7½G for Soph

With takeover of the Beach-comber by Norman Schuyler, an early start in the annual fight for the top name draws among local nightclubs next winter was indicated with offer to Sophie Tucker for a seasonal deal at \$7,500 weekly. Spot would be called "Sophie Tucker's Beachcomber." Schuyler is associated with Martha Raye in operation of the Five O'Clock Club, also on the Beach.

Deal calls for Miss Tucker to take off her TV engagements or take off her TV engagements or short vacations when she desires. The 600-sater is one of the largest in area, and in past has spent as high as \$25,000 (Danny Kaye) for a draw. Others who have played there include Tony Martin, Joe E. Lewis, Martin & Lewis, Miss Tucker, Harry Richman, Peter Lind. Hayes & Mary Healy and others in the high brackets.

in the high brackets.

Plans for the Riviera, the former Copa City across the street, are obscure. Owners of the big spot are in Canada, with Bill Miller, who operated last winter, definitely out of the picture. Understood they're dickering with top bonifaces to come in on a managerial and/or co-owner basis.

Clover club's Jack Goldman has

with Tony Martin, among other to play his nitery. Latin Quarter's Lou Walters is expected to return with his usual plush production, again plussed by a Joe E. Leans for the late trade attraction.

for the late trade attraction.

The Casablanca, largest of the hotel cafes (500 seats), is planning to rebuild to allow for rising stage, setback shell for orch and show which will include a line. Also proposed is booking in of ministrator condensed musicals a la Ver, sailles, N.Y. Ivan Blacker, colouner of the biggery, plans going are of the biz in competition more with niteries than with hotel cafes such as Saxony, Sans Souci and Naunlus,

SENSATIONAL DANCE ACT (THE VALENTINO WHIP) WESTERLY

135 East 33rd St. New York - PLaza 7-6300

AGVA-Chi Talks Continue in Det.; **See Compromise**

Chicago, July 14.

To explore the possibility of reaching an out-of-court settle-ment in the suit of Chi cafemen against the American Guild of Variety Artists, a closed meeting of opposing parties was held in Detroit last week at request of

Detroit last week at request of AGVA attorney Henry Katz. Four-hour discussion served merely to break ground for further parleys which may resolve the tiff before the case receives another court hearing in September.

Second contab is planned for tomorrow (Wed.), with succeeding meetings slated for later if deemed practicable. Milt Raynor, attorney for Chi cafe owners, stated he would continue to attend conferences as long as AGVA remained aware of the cafe men's demands.

Both sides have indicated readi-

2 Houses, 1 of 'Em a Peel
The Long Branch, N. J., Chamber of Commerce will intercede with the city administration in an attempt to reopen the Walter Reade houses in that town. Reade last week shut down the Paramount and Strand Theatres there as a result of what he termed "continual harassment and embarrassment" in the dispute over Both sides have indicated readi-



THE CHORDS

Dir.: GENERAL ARTISTS CORP.

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Singly: \$1.05 Each in SEQUENCE ONLY
Beginning with No. 1—No Skipping!
9 JBKs. FARODIES; per Book. \$15
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FROM THE MANAGING DIRECTOR'S OFFICE

4th July, 1953.

Dean Martin & Jerry Lewis, London Palladium, Argyll Street, London, W.1.

Dear Dean & Jerry,

Tonight we have come to the end of your wonderful two weeks at the London Palladium, and I hope you have enjoyed your visit with us, as much as the audiences have enjoyed your performances. The terrific laughter and applause you have had at every show must have been extremely gratifying to you, as much as the packed houses, complete with standees, have been gratifying to me.

You have promised me that you are coming back to play the Palladium again next year, and I do hope you keep your promise. Anyway, thanks for a wonderful job and congratulations on your great success both at the London Palladium and the Empire, Glasgow.

Kindest regards,

Yours sincerely, For MOSS' EMPIRES LIMITED

Managing Director

Betty Hutton More Than a Match For Desert Inn's New Stage Setup

only does the dynamism of Betty Hutton register for almost incredible bursts of bravos and other laudatory excesses, but the entire combination of Donn Arden chorestree (rappings a la dream setting out of a super-duper film excites. Possessing a very keen insight for showmanship values, Miss Hutton with her director-stager-husband, Charles O'Curran, devised the only proper entrance for a personality of such proved stature—through the audience for intime

Desert Inn, Las Vegas

Betty Hutton, Skylarks: (5), Jir Mildred Mulcay, Fluff Gould thur Johnson, Joy Skylar, Jean mone, Jimmy Barron, Gordon L. Donn Arden Dancers (10) Ion Hayes Orch (14), Lou g. Jack Latimer, Remo Belli, over or minimum.

tlact first, then onstage for the slaught that pyramids to the ights, A lesser performer might d it rough in keeping up such mad, slam-bang pace for two

Eddie S, N.
Eddie S, N.
Eddie Davis, Paul Judson, Argo & Faye, Jane Windsor, Alice Strickland, Line (15), Art Wane, Orch, Pat. Donny Trio; \$3.50 mini mum.

The new show at Leon & Eddie's looks like good bait for the current Shriners convention. Boniface Eddie Davis has polished up this display so that it's lively, runs at a good clip and dispenses a fine share of entertainment. Davis recently marked his 25th anni as the top entertainer in this spot, and for yet categoers it still seems that he has changed sufficiently with the times in his choice of songs and has maintained a good percentage in introducing entertainers that have made good.

His holdover on this show is singer Paul Judson, who has been gathing steadily in showmanly attributes. He has a naturally good rolling voice. He's no longer the novice at stagecraft and with a bit

This is more fun than the Riverside has had in some time. With Jimmy Durante recruiting busboys, cigaret girls and camera gals into his act, plus purging the entire orch to the wilds of the theatrestaurant, his 45 minutes is more like a house party.

Durante was one of the first to play the Riverside back in 1950 and the return has been too long delayed. Essentially the same merchandise, it has been embellished with the Wanda Smith Cover Girls, five lookers, plus some new material. Always keyed to the time and locale, writers have given the Schnoz some yardage on local issues to enhance act. Cover Girls precede Durante in black slit skirts—a delicious mixture of redheads, blondes, and bruncts. They gush about "An Evening With Jimmy." spring a little philosophy about You've Got To Be Sweet and Simple," and they demonstrate this by demurely whipping off the skirts. As they strip for action, Durante is piped aboard.

"Starting Off Each Day With a

"impulses" to throw anything in reach at drummer Jack Roth, or "finding" an old flame in the cig-aret girl.

and "Pagliacci."

Evie & Joe Slack are a slapstick contortion team, with femime being twisted into indescribable shapes, by partner. As a chef, male wheels on huge smoking caserole which reveals the girl trussed up something like a spring chicken. He lights it out with the chick, which bends amazingly out of shape.

Starlets have only an opening number in this show but with chough polish and beauty to take the place of two. They float entrancingly through "Intermezzo" using their huge fluffy fans effectively.

Bill Clifford has had to rear-

tively.

Bill Clifford has had to rearrange his orch for the Durante show which tells nary a note on its show and dance quality.

Marc.

Sans Souci. Miami Beh Miami Beach, July 11 Nicholas Bros., George Hopkins, Sacasas Orch; \$2 minimum.

Booking of the Nicholas Bros. into this top oceanfront hotel's Blue Sails Room marks second breakthrough of long held tradi-tion that kept hoteliers from set-

but the triple-tongued approach to same adds to effect. Pace set is fast and never lets up, with changes of tempo from Harlemese to Cuban earning them a solid

click.

George Hopkins is a local lad who broke in a couple of seasons back around the smaller spots with workup to Vagabonds Club engagement and subsequent Godfrey program date. Youngster has improved considerably since last time out, with more incisive timing applied to projection of his screwy impreshes and comedy bits. It's plied to projection of his screwy impreshes and comedy bits. It's not on the subtle side, and still lacks the type of material that could raise his sights toward the higher brackets. Overall he gathers himself a healthy portion of aud appreciation and laughs via brisk delivery and continued punching. Sets up his song carbons and comedics in intelligent blend to send him off to hearty mitting.

Sacasas orch again stamp itself as one of the best showbands around town, with dansapation stint in the same topnotch niche.

Lary.

Cafe de Paris, London

London, July 8.

John Walsh, George Smith Orch,
Winston Lee Quartet; \$6 minimum.

Hollywood, July 7, Bobby Short, with the Dick Haz-ard Trio: Gloria Craig, Marvin Roy, Ted Noel Orch (4); \$1 cover.

Freddy Martin Orch (15), Martin Men (5), with Murray Arnoland Bill Curtis; Dorothy Hill Dancers (10); \$3:50 minimum, \$cover.

Freddy Martin brings a well-tailored spread to the open spaces of the Beachwalk at this hotel making maximum use of the gian; stage with a succession of produc-

Bellevue (asino, Mont')

Montreal, July 11.
Elsa & Waldo, D'Arco & Geor,
The Mar-Vels (6), Gloria War.,
The Hollidays (3), Charles Daford, Casino Lovelies (10), Bir Bilair, Orch (11), Buddy Clayton
Quartet with Shirley Sheldon,
staged and produced by Natal's
Kamarova; music, George Komaroff; \$1 admission.

ojj, \$1 admission.

Despite the summer slump in local cafe biz, the present offering at Harry Holmok's Bellevue Casino continues to draw them in and is easily the best for anyone's entertainment dollar.

Headliners, Elsa & Waldo, have played the room several times before and are one of the few acts that can repeat at least twice a year in this saloon and get away with it. Team reprise their hilarious routines with the guy in a battered set of evening clothes and topper and the femme in the worst possible ballerina costume. The outfits, together with their broad

Last Frontier, Las Vegas

Las Vegas, July 7.
Erelyn Knight, Pinky Lee, Boy
Foy, Skinnay Ennis Orch (11),
Dick Lerner, Joy Walker, Dolores
Frazini, Joe Merman, Jean Devlyn
Dancers (10); no cover or mini-

This fortnight had originally been inked for Cesar Romero and Patachou, but an agentry hassle on price nixed Romero & Co., and Patachou bowed out for previous pic commitment in France. Although current collection, including Evelyn Knight and Pinky Lee, may not have marquee value of Romero—and Patachou is an unknown quantity in Vegas — the Ramona Room will have fair crowds bolstered by July 4 holiday biz.

crowds bolstered by July 4 holiday biz.

Miss Knight's delightful songspieling puts her in the fore of intime chantoosies. However, low-key thrushing per se seldom hits big with gambling revelers. The Knight tonal subtleties are often lost, but when she reverses character and socks over a full-voiced "St. Louis Blues" the stint gets a sudden rev. Before this, she essays a folksy "Casey Jones," followed by cozy spell atop the Baldwin with "Grandfather's Clock" and "September Song," then roves for her uitty "Wish I Could Understand Texas." Closes with medley of Deccadisk faves for nice hands. Joe Merman's keyboard guidance is expert.

Joe Merman's keyboard guidance is expert.
Lee clatters on for windup slot with plenty of bounce, lisping his "I Love You" starter with ringside bussing of femmes to perk up some laughs. Utilizing the gab talent of Skinnay Ennis, pint-size comic sets up sesh with xylophone and breakps until straight "Whispering." His bleating of "I Can't Carry a Tune" cues _rounds of terping topped by stripper sashays. Short bit with Ennis and Evelyn Knight on know-how of lovemaking segues into "Man I Love" and good period. Boy Foy doesn't have much chance this room to exhibit his juggling feats whole pedaling small and tall unicycles. Rustie log rafters over stage area, plus low ceiling, hamper several attempts, but with a few shows under his belt, the very competent rolling trickster will make the best of conditions.

ditions.

Jean Devlyn Dancers fuse the "4th" by routines suggesting Independence Day themes, featuring male soloist Dick Lerner flanked by Joy Walker and Dolores Frazini. Skinnay Ennis is a definite asset. His smooth intros as emcee should give Last Frontier, bonifaces a hint. He could be used more in future productions; and with a musicrew that showbacks deftly becomes a plus factor for all layouts.

Forbidden City, S. F.
San Francisco, July 10.
Charlie Low, Larry Ching, Sing Lee Sings (2), Tai Sings (2).
Toy Yat Mar, Oriental Beauties (5). Monte Verde Orch (6); \$3

There is novelty but there is also straightaway entertainment in this Cathay cavalcade which goes well with the egg rolls and chow mein. The sloe-eyed damsels terp through Occidental routines in abbreviated costumes but the overall effect is Oriental nonetheless. Even Toy Yat Mar, who is billed as the "Chinese Sophie Tucker," despite her lowdown tunes maintains a wilcome touch of the celestial appeal. Since the customers come not for another helping of usual nitery fare but for an overlay of pagoda appeal, there is value received in this melange. goda appeal, there is value re-ived in this melange. With owner Charlie Low in the

Baby" encore in the same vocal mood also pays dividends.

Finale by girls, now garbed in white fringed Hawalian outfits, wrap up the package in good shape. wrap up shape.

Carol. Mont'l

Montreal, July 6.
Nina Dova, Gilberto Isias; no cover or minimum.

Nina Dora, Gilberto, Isias, no coper or minimum.

The Nina Dova currently appearing at Carol's swank eatery in midtown Montreal is a much improved and vastly different performer than when she played this room a year ago. At that time Miss Dova perched atop a piano and with her guitar offered a wide variety of tunes, mainly on the folk side, in a multilingual session that was inclined to be cluttered and slightly precious. Her act now is presented with authority and conviction and the comedy angle is stressed in songalog that shows gal to have a solid comedue streak when given the right material.

Miss Dova opens with a breezy Gallic item and then switches to an English initerp of "Le Fiacre" with special lyrics for okay results. Her version of "How to Lose a Man." from "Wonderful Town." makes a fine change of pace and shows her to best advantage of evening. Encoring with "Mme. de Paris." chantootsie followed with her impresh of various folk singers, once again pointing up her values as a comedienne. Song selection, for the most part, is good; her impresh bits could be tightened for stronger impact, and with her handsome grooming and good piping, a little more restraint during some of the more uninhibited numbers wouldn't hurt overall effect. Gilberto Isias does some fine pianoing for Miss Dova's stint and boniface Carol doubles as host and emcee.

Newton:

Showbox, Seattle

Seattle, July 7. Joni James, Norman Nazar, Patty Jean, Norm Hoagy Orch (9); \$1.50 admission.

First appearance for Joni James in the Pacific Northwest, and first name act to play the Showbox for some time, gave a boost to the spot, with singer's record clicks adding up to big draw here. Spot has been chiefly a dancery in past years. Miss James builds nicely, garbed effectively in gown with wide bouffant skirts which shows to advantage when she does numbers while seated on hassock. In addition, warm personality is big asset as diminutive songstess strolls the ringside tables a put over a song. On for 35 minutes, Miss James reprises her record hits, such as "Have You Heard." "Your Cheatin' Heart" and "Why Don't You Believe Me." for big response, and gets mucho mitting for "Wishing Ring! while strolling.

Act might be better, perhaps, in more intimate surroundings, but she displays nice showmanshin and

Act might be better perhaps, in more intimate surroundings, but she displays nice showmanship and appeal in working in centre of big dancehall and to a predominantly young audience.

Norm Hoagy effectively backs Miss James for act and handles dance chores in top fashion.

Ruby Foo's, Montreal

Montreal, July 7. Rajah Raboid, Joska de Barbary, oger Joubert, Fred Toldy; no Roger cover or minimum.

As a summer novelty, Ruby Foo's brings in bearded Rajah Ra-boid to 'read the minds' of pa-trons who frequent the attractive Starlight Room alop this plush

500 Club, A. C.

Atlantic City, July 12.
Sophie Tucker with Ted Shairo, Winston & Little, Martin
ros, Henderson Girls (5), Jack
urtiss, Joe Frasctto and Pete Curtiss, Joe Frasetto and Miller Orchs; \$3 minimum.

Marking her 50th anniversary in show business, Sophie Tucker is the big noise at Paul (S k i n n y) D'Amato's midtown bistro this week and packing them in.

Strikingly gowned, her sable stole decorated with orchids, Miss Tucker, with Ted Shapiro at the piano, opens fast with old fave, "Some of These Days." She con-

piano, opens fast with old fave, "Some of These Days." She continues with Shapiro in her familiar music-monolog style doing special material in both a serious and comedy vein.

She recalls "Four Leaf Clover," which she did in her vaude days, and "After You've Gone," which she used at the Garden Pier here before the first war when vaude was the specially there. In rapid order come "Nobody Loves a Fat Girl," "I Want to Say Hello" and back to "Some of These Days." Her "Sophie Tucker for President" bit is as well received this year as last. It's followed by the bluish "Make it Legal, Mr. Segal," and a load of other songs and reminiscences. She had the house in an uproar.

On the bill with Miss Tucker are Winston & Little, who offer a pleasing dance routine; The Martin Bros. (2), with a very clever marionet act; the Henderson Girls with Jack Curtiss emeceing.

glides gracefully across the floor. The guitarist is fine for the backgrounding but the solo could be dispensed with.

The dancers are preceded by Italo, a Continental juggler whose two assistants are restricted to passing the props. These vary from pint-sized clubs, hoops, a rubber ball to a skipping rope, all of which are dexterously used by the performer. Act is skillful and varied and justifies the heavy mitting. Show opens and closes with the Laveres, the Savoy's resident line, with a couple of quickie routines. The Carroll Gibbons combo does its usual class job of backgrounding as well as alternating for dancing with the Roberto Inglez Rhumba Band.

Tommy Carlyn's, Pitt Pittsburgh, July 8. Fran McKenna, Everett Neill

Circus Review

Bertram Mills Circus

Reritaus Mills (Treus QUEEN'S PARK GLASGOW)
Glasgow, June 29.
Bertram Mills Circus. Lid., presents Borra, Mills Chimpanzees, John Gindl, Phyllis Allen, Condoras 13) Rudi Horn, Mills Elephants, Norwegian Horse Group Mills Liberty Horses, Cavallin's Cray Car, Alexander's Lions & Tigers.

The Bertram Mills Circus, now opening a once-in-three-years tenting tour of Scotland, gives kayo at last to postwar crix who suggested show's policy was bigtime praise agentry and so-so program. Current lineup abounds in pollshed Continental numbers, and overall effect sends outfronters home happy.

Program tops Forra, Serbian

comedy vein.

She recall: "Four Leaf Clover, she have a part of the come," which she used at the Garden Pier which which he used at the Garden Pier which he first was sheen vanished the first was sheen vanished the first was sheen vanished the first was sheen vanished and order come." Nobody Loves a Fat Girl. "I Want to Say Hello and order come." Nobody Loves a Fat Girl. "I Want to Say Hello and order come." Nobody Loves a Fat Girl. "I Want to Say Hello and order come." Nobody Loves a Fat Girl. "I Want to Say Hello and order come." Nobody Loves a Fat Girl. "I want to Say Hello and deep come." Nobody Loves a Fat Girl. "I want to Say Hello and aloud of other songs and remnisal load of the songs and remnisal load of other songs and remnisal load of the songs and remnisal loa

pagoda appeal, there is value recived in this melange.

With owner Charlie Low in the
mere 2018; show one of the partial common atop, this plush
mere 2018; show one of the partial common atop, this plush
cavorting in a standard stepper.

This is oke as eyes are leveled at
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their figures and faces rather than
their fortown.

Larry Ching, who has a good
carge of voice and handles his
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the sarty band.

The Sing Lee which are started than
the sarty band.

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VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or split week
Letter in parentheses indicates circuif. (I) Independent; (L) Loew; (M) Moss).

(P) Paramount; (R) RKO; (S) Stoli; (T) Tivoli; (W) Warner

NEW YORK CITY Music Hall (I) 16 Genia Mell Corps, de Ballet Latona & Sparks Dake Art Floral, Losemble Eser, Iluton Rockelles Tyrolegiis

7 Cranus Peggy Wallace Loor Hall Titlers wold M Smith Hlades & Belles Ballet Corps Chicago (P) 17 4. Aces Ella Fitzerald Berk & Italiow J O'Briel And (P) 15 Maria & Valdez Danny Shaw J Morris & Co F Siewart. Renald & Rudez Dolores' Hawkins Rimace Maria & Wanda Tolores' Hawkins Rimace & Wanda Tolores' Hawkins Rimace & Wanda Tolores' Hawkins Rimace & Wanda Tolores' Wanda Tolores' Hosailes Ses
J. Gaines
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Feldie White
Parament (P) 15
Liva & M. Grid
R. Dean
Herbers & Saxon
Bobios Brantt
Roxy (I) 15
Boardwalt Fancy

7 Champs Peggy Wallace Lon Hall

AUSTRALIA

MELBOURNE Tivoli (T) 13

Jimm's Wheller Money & King

AUCKLAND Enid Wilson
Majesty's (T) 13 Joe Whitehouse
nit Trinder Jorgue's Cartaux
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Tom Toby His Majesty's (T) 13 Tomniv Trunder Botonds, Halama & Konarski Prof Olgo Mary Priestman De Paull's Harry Moreny: Tont Lamond Peter eter inging Girls incing Boys

Singing Mova Dancing Boya Adorables CHRISTCHURCH Royal (T) 13 Farrar & Carler Pat Gregory Jimae & Juston Terry Seguino Cissy Troniolin Armand Persen Blackia Suove Jimmy Elder Wini De Jong Chribi

MELBOURNE TIVOII (T) 13 Favos 3 Favos 4 Favos BRITAIN

Hippodrome (I) 13
Tony Dallon
Jock Clen
Billy Till
Peter Ashby
Cliff Owen
Michele & Erik
E Covernity
Neville Lloyd
Neville Lloyd
Oper House (I) Compagnons de
Chanson
Harry Secondie
Eve Boswell
Harry Bailey
Hugony 3

Mikowskis
GRANADA
East Ham (I) 13
Kay & Katrina
3 Karloffs
Sam Linfield & Co
Joan Kinde
Ford & Lenner lury Bailey.

Hurny Moore

Hurny Moore

Corps de Ballet.

Tyriller Girls

Palses (1) 13

Merry Macs

James & Lennette

5 Bufood

Fred Lovells

Tower Circus (1) 13

C Cairoli & Paul

8 Flying Conoras

Fischers Elephant

5-Hansel

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illadinis Talos

Sam Linfield & Co
Joan Kinde
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Corlet & Pam
Hockfolds
Dorek Dixon
Ford Bury
BLACKPOOL Winter Gardn (I) 13

BLACKPOOL
Winter Grand (I) 12
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Ken Platit
Morecambe & Wisc
Ron Platit
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Ron Hadre
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Paloce (S) 13
Carroll Leyis Co.
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B & R Rema
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Skyrockels-OreMANCHESTER
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Eric Lloyd
Kenne Lucas
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Melville Birley
Roy Walter
Max Carole
Palace (M) 13
Al Martino
Duvals
George Martin

Al Martino
Duvals
George Martin
NEWCAST)
13
Tesale O'Shon
Johnny Lockwood
Johnny Matson
Olga Varona
Denis Bros &
Beryl
Mona McCall
Granger Bros
Loveles
NORAMPTON
New (1) 13
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Lambert
Manders & Denman
June Carle
Bernard & Texina
Wendy Allan
Valerie Matthews

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Valerie Mills
Voonne Prestige
Ray Alan
2 Lucillas
Newman Twins
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PORTSMOUTH
Royal (M) 13
Ronnie Ronalde
Richard Sis
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Royal (M) 13
Ronnie Kristel
Woode & Jarrett
Walthon & Dorraine
Hackford & Doyle
SHEFFIELD

Hackford & Doyle SHEFFIELD Empire (M) 13 Frankle Howerd Jill Jill & Jil Max Geldray Mundy & Earle Janet Brown J. Jeff & June Bel Argay Money & King
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B & B Adams
Peter Quinton
Geraldine & Joy
DERBY
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Les Curibas Chris Sands 3 Refhlems Bette Lee SHEPHERDS BUSH Empire (S) 13

Empire (5) 12.
Shirley Abicair.
M. French & Joy
Goldwyns
B. Shukespeare
SUNDERLAND
Empire (M) 13
Dave Morris
Annette's Ladies
5 Dargie
Erik Lelfson
Chris, Sands.

3 Rethlems
Bette Lee
SWANSEA
Empire (M) 13
Archie Lewis
Morris & Cowley
4 Ramblers
3 Imps
Aberdonlans
Muldoon 5 Muldoon 5 Duncan Gray Levanda & Van WALTHAMSTOW Palace (I) 13 Joe Ring Barron & Drummnd

Joe Ring
Barron & Drummnd
Cinzanos
R & R Kotchinsky
Joan Norton Teddy Bush
WOLVERHAMPTON
Hippodrome (I) 13
J Lee & M Rivers
Conrad Vince

J. Lee & M. Rivers
Conrad Vince
Juanne
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Jolty Stunt
Gordon Girls EEN
Empire (S. 13
Arthur Haynes
John Akron
Roy Murray
Moyna Cope
Caider
Regan Girls
Regan Girls
Hipode (S. 14)
Jick Jackson
Dorothy Carless
Hall
Joyce Golding
Les Ikarus
Roynie Jeste
John & Ernest
John & Ernest

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Blue Angel
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Bart Howard
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Oliver Wakehed
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Garland Wilson
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Old Roumanian
Sadie Banks
Ore
D'Aquilla Ore
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Walter Nye-Ore
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Doug Royers
Arden Line
Versälles
Noe-To Seco
Kone To Seco
Control Linda Lombard
Lou Nelson
Dorothy Keller
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Borol, Chimart
Salvatore Gioe Ore
Panchito Ore
Village Barn
Jackic Jay

Carolky Wood

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Dick Stabile Orc

Dick Stabile Orc
Charley Foy's
L. Carter & Carti'r's
Mary Foy
M. Padula
A. Browne Orc
Mocambo
Ames Bros
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Statler Hotel Xavier Cugat Ord Abbe Lane

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Nancy Donovan
Johnny-Morgan
Johnny-Morgan
Johnny-Morgan
Dolores Renay
Ted Lawrie
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Selva Earlowe Line
Lavin Casino
Hal Winter
Littico
Halem Club
Jimmy Day
Bonbuy Barton
Camile, Stevens
Lee Taylor
Ginger Marsh
Leon & Eddle's
Babe Baker, Revue
Sandra Berton
Kitty O'Kelly
Putan & Denon'

Sandra Berton
Kitty O'Kelly
Pat Clayton
Juan & Eleanor
Perry Bruce
Acres O'Rent
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Five O'clock Club Bob McFadden
Ted Wills 4
Charlie Barnet Or
Galety Club

Galety Club
Zorita
Raquel
Jeannie Christiary
Lynn Starr
Len Dawson Ore
Chas Victor Ore
Flo Parker
Patty Lee

Patty Lee
Sans Souci Hotel
Sunny Howard
Anne Barnett
Sacaras Orc
Ann Herman Dcrs
Saxony Hotel Kitty Kallen Val Olman Orc Bernie Mayerson Orc Orc Tony De La Cruz Cano & Dee

Vagabonds Club Vagabonds (4) Vagabonds (4) Maria Neglia Condos & Brando Condos & Brando Elissa Jayne Frank Linale Ore Eleanor Guipo Royal Tahitians Paul Goupil

LAS VEGAS, NEVADA

Desert Inn
Desert Inn
Betty Hutton
Skylarks
Jim & Mildred
Mulcay
Donn Arden Diers
Carlton Hayes Ore
Lou Bring
Remo Balli
Bi E Cortez
Martha Davis &
Spouse
Mercer Bros
Fatty Taylor
Fatty Taylor
Fatty Taylor
El Rancho Vegas
Vic Damone
Bambi Lynn & Rod
Alexander
J Conrad Diers
El Rancho Girls
Boh El Rancho Girls
Boh El Rancho Girls
So Jones "Insanities
of '54'
Tony Martin

Flamingo

Jone" "Insanities

of 58

Toy Martin

Jala King

Hal. Borne

Frank Howard

Flamingo Starlets

Torris Brand Orc

Last Frontier (13)

Herb Shviner

Mary Kaye Trio

Estelle Stoan

5, NEVADA

Jean Devlyn Dnyrs
Skinnay Ennis Orc
Dick Verner
John Sterner
John Sterne

Talent as Shill

Continued from page 1

particular hostelry. Too often, figures indicate, an act will do turnaway business in the main room where there is no cover or minimum—but after the show is over, the crowd disperses. A certain percentage remain in the casino of the hotel with the top act—but a larger number drift around —but a larger number drift around town, pausing here and there for a whirl with Dame Fortune at the various tables. Decision to provide entertainment in or near the casinos stems from the desire to keep a larger percentage of that transient crowd rooted to one spot.

Bill Miller's Gimmick

A Casaciano Orre A Casaciano Orre Barbard State
New Acts

JERRY MORGAN Harmonica 9 Mins.

Harmonica

9 Mins.
Palace, N. Y.
Jerry Mergaz is a good musician as is demonstrated by his work on the harmonica. He has a nice interpretative flair and a feeling for blues type music. His act, however, is handicapped by some meaningless gimmicks. One of them is billed as an impression of two harmonicas, which is merely blowing on two consecutive reeds. Another is his reaching for a high note, which actually requires no more effort than any other note. This kind of spurious showmanship cannot be worked on the mouth organ for good effect since most everybody, at one time or another, has tried his skill on that instrument, and audiences are quite familiar with what the harmonica can do.

quite familiar with what the nar-monica can do.

Morgan, however, can concen-trate more on his music. He has one good gimmick at the close that helps him off. He does a mild bit of softshoeing while blowing out a tune. out a tune.

PACIL STEFFEN DANCERS (3) Dance 15 Mins. Moulin Rouge, Paris

15 Mins.

Moulin Rouge, Paris

Three young American dancers, two well-built boys and a solid-chassied gal, have formed a terp act here. Act is a series of dance vignets mostly in the myth category with the boys playing agitated fauns to the girl's impassioned reactions. Trio are good in style and virtuosity, but are more the type of act that needs a surrounding show or atmosphere to put them to best advantage. As is they are eye-catching and rate big mitting here, but dances tend to be repetitive when played as a whole act without benefit of breaks or fill-ins. If trio rounded out the act with more subtle numbers, this would be a good bet for niteries, vaude or musical revue spotting.

Mosk.

STAN STENNETT Comedy, Songs 11 Mins. Palladinm London

Palladium, London
After a promising run in radio and TV, this British comic gets his big break in the current Palladium bill and turns in a shrewd performance which reveals an inventive wit and a reliable stage that the condition of the provoking lines and is delivered in socko style. The vocal entries are also solid chuckle-raisers and have a distinct original slant.

Act is reliable vaudeville and could readily be adapted for revue.

Myro.

JANE WINDSOR Songs 7 Mins. Leon & Eddie's N. V.

Jame Windsor, a newcomer in the cafe helt, has much to do before hitting top spots. Although possessed of a basically good voice, Miss Windsor is yet to use it with maximum effect so that she could get a wide range of color and shading.

Miss Windsor is also to get a better tune selection. She impresses as a fresh-looking kid and a tune such as "Temptation" doesn't seem good vocal casting either on the basis of iter looks or her pipes. She's much better in the simpler somes that do not require heavy dramatics.

LOS LATINOS (3) Songs, Instrumental 20 Mins. Calvados, Paris

20 Mins.
Calvados, Paris
Carioca group consisting of three swarthy boys with two guitars plus usual Latino paraphernalia and chantings makes for a nice intimery stint here. Group is a newly formed professional outfit but knowledge of the many Spanish and South American tenpos and rhythms makes this an act that can supply any request and keep ears attentive in their changes of pace and spicy servings. Guitars are resonant and singing has the throaty, plaintive quality so necessary for most of the carioca warbling.

Teamwork is good and act looks like a nice bet for intimeries or revue spottings with TV an additional acceptable window for Los Latinos.

BULLY ADAMS

BILLY ADAMS Songs 8 Mins.

Songs
8 Mins.
Apollo, N. Y.
Billy Adams is a recent Apollo
Amateur Night winner who impresses as an okay bet for the pro
crooner sweepstakes. There's
plenty of room for development of
style and projection but it should
all come to him with more playing
time. He's got a good start with a
set of legitimate pipes and youthful goodlooks. Surefire bait for
femme fans.
Negro singer opens with an effective rendition of "I. Believe"
slows up with an ineffectual ballad, "Wonder Why." but regains
for strong exit with "Nearness of
You." Technique on all is clear
and forthright and lacks only
showmanly excitement. Once he
gets that he'll be on his way.

Gros.

Personal Mgt. Continued from page 48

only on monies owed retroactively only on monies owed retroactively and that if a management contract has another year to go, then the performer will still incur obligations from future earnings. However, the majority of attorneys feel that the bankupitcy discharges the personal manager. Leases and personal manager. Leases other type contracts have cited as examples. AFM's 50% for P.M.'s manager. Leases and pe contracts have been

cited as examples.

AFM's 50% for P.M.'s

Unioneers who have been studying the problem feel that bankruptcy is an extreme measure and the entertainer should not be forced into a step of this kind, and thus the union has to find some way of stepping into this situation. Precedent for such a step has been established by the American Federation of Musicians, which has a 5% ceiling for personal managers. Another factor that makes such a step necessary, according to the board members, is the increasing use of personal managers by rising entertainers. Basis for this lies in the fact that with television becoming an increasingly important integer, many acts have been going to the large agencies in the belief that the majors would be more successful in that field. Once in the majors, the act gets the idea that he's just another name on a list and thus hooks up with a p.m., feeling that he'll heckle the majors for work. Some indie agents have already turned to personal manager already turned to personal manager. feeling that he'll heckle the majors for work. Some indic agents have already turned to personal management, and others new to show business are being drawn into management. Thus the p.m. ranks are rising, many being unqualified to handle such tasks.

The problem will ultimately have to be met by the union be-

The problem will ultimately have to be met by the union because of the mounting pressure by some acts. It's felt that by the time of the AGVA convention next June in Montreal, some definite plan will have been formulated.

Vaude, Cafe Dates

New York

New York

Dagenham Girl Pipers, who are returning from Scotland to the U.S. in August, are set to work the Bellevue Casino, Montreal, Oct. 1. They open at the DuQuoin, Ill., Fair Aug. 31, in a layout headed by Bob Crosby, Bambi Linia & Rod Alexander down for Ciros, Hollywood, July 21. Marguerite Piazza into the Statler, Detroit, Sept. 11. Beatrice Kay tapped for the Wolhurst, Denver, Sept. 10. Valerie Noble plays the One-Two Club, Toronto, tomorrow (Thurs.). Billy Gilbert starting at the Yankee Inn. Akron, July 20 Donald Richards started at the Mt. Royal, Montreal, Monday (13).

Music Hall, N. Y.

Music Hall, N. Y.

"Alpine Echoes," produced by
Leon Leonidoff; settings, James
Stewart Morcom; costumes, Frank
Spender (Louise Bayer); lighting,
Eugene Braun; lyrics, Albert Stillman; with Raymond Paige & Symphony Orch, Eric Hutson, Genia
Mell, Corps de Ballet, Rockettes;
Warren, Latona & Sparks; Choral
Ensemble, Duke Art; "The Band
Wagon" (M.G.), reviewed in Variety July 8, '53.

Ensemble, Date And.
Wingon" (M.G.), reviewed in Variety July 8, 53.

Off and running with a formidable Technicolor musical, the Music Hall puts forth another of its stageshow pleasantries with almost as much tint and trappings. It's packaged under the overall heading of "Alpine Echoes," and its various facets unfold interestingly in that mountain motif.
Highlight of the production stanzas is "Valse des Fleurs," with the Corps de Ballet and the Rockettes merging for one of those visual pleasers and the underside of costumes, providing the floral surprises. Genia Mell does a ballet solo prettily to set off the array.
Preceder and show opener is a "Mountain Music" number with the M. H. Choral Ensemble that displays a huge mist in color. Eric Hutson lends his baritone to this dazzling section.
The Rockettes extend themselves in a Russell Markert-devised two-ply precision tap and manual harmony, the latter done while seated and bringing an audience salvo. Warren, Latona & Sparks punch across their comedy acro to leave no doubt of their impact in the novelty act division of the current stager.
Choral group fronts an "Alpine Express" sequence in which even a train has been worked out to chug its way up the mountain. Duke Art, as the souvenir vendor, exhibits his rapid-fire clay modeling, sculping a trio of subjects with deft strokes. In the finale, the whole company congests the stage, with the vocal corps chanting "Good Old Summertime" as a large, well-lit merry-go-around is quickly built in the centre along with other whirling props.

Palladium, London

London, July 7.

Billy Daniels (with Be) ny Payne), Dave Apollon (with Be) ny Relaine, Lawerne Gustafson), Chris Cross, Betty Luster, Stan Stennett, Desmond & Marks, 3 Houcs, Lacy Troupe (6), Volants (6), Palladium Tiller Girls (16), Woolf Phillins Skyrockets Orch. Phillips Skyrockets Orch.

The "old black magic" technique was brought into play by Billy Daniels to win an ecstatic reception which far surpassed the triumph of his Palladium debut a year back. It was an act of studied showmanship in which every gesture was immaculately timed to croke unmistakable squeals of delight from the bobbysoxers who crowded the gallery. They set the climate and the atmosphere perimeated the entire theatre. It took the playing of the national anthem to halt the enthusiasm and allow the performance to terminate.

ment to nait the entitiassim and illow the performance to terminate.

Daniels' songalog is mainly in nostalgic vein, including a bunch of confirmed faves about which here could be no element of loubt, ranging from "My Yiddishe Momma," "Bye Bye Blackbird." hrough to "How High the Sky?" and the inevitable "Black Magic" as the closer. And with it all benny Payne, who accompanies, is an integral part of the performance, having a piano solo a laftst Waller and participating actively in several of the numbers. Playing his first London engagement since his recent U.S. "Cason, Dave Apollon comes on the inhusiastic mitting and holds the audience with a genial entertainment in which he has the assist of the Texan comedienne, Elaine, and the blonde Nordic accompanist, Laverne Gustafson, hitting the ivories. It is a pleasantly paced routine with well chosen musical excerpts (Hungarian Rhapford).

with a neat and graceful terping routine, including fancy spins and twirls. A British newcomer to this theatre, Stan Stennet (New Acts) opens quietly but finishes to allround yocks. Desmond & Marks, also first-timers here, make a dismal showing with their so-called comedy acrobatics, Act is labored and unoriginal.

A trio of Continental jugglets, the Three Houes, uncork a fine debut with their noops and clubs in an act which is paced for speed and precision. The Lacy Troupe, a sextet which includes only one male, ring the changes on equilibrist turns by doing their show on rolling globes which are really outsize footballs. It is a good novelty. Another sextet, the Volants, specialize effectively in high-speed tumbling.

The Tiller Girls do nicely in

Another sextet, the voicines, so-cialize effectively in high-speed tumbling.

The Tiller Girls do nicely in two routines, opening the show and then as the curtain-raiser after intermission. The Woolf Philips Skyrockets orch does another smash job and is on stage during the entire second half. Myro.

Olympia, Miami
Miami, July 11.
Johnny Viaggio, Ben Gansell,
The Colstons, Arnell & Brach, Roy
Benson, Les Rhode House Orch;
"Jamaica Run" (Par).

No marquee lure in current lineup but overall the package comes off to better than fair aud

No marquee lure in current lineup but overall the package comes off to better than fair aud reception.

Topliner slot is held down by a local lad Johnny Viaggio, who's on his way among the younger crop of songsters. It's a matter of time and the know-how garnered via experience with theatre and nitery attendees. At present he shows a leaning toward the Perry Como type of delivery.

Varied support sets pleasant pace. Teeoffers Arnell & Brach get them quickly with bicycle stint. Set up wheeling twists and turns with switches to every variation of the velocipede in the books, to build to a gasp-bringing topper that earns big reception.

Harmonica work of Ben Gansell is projected in fair manner. Works in sound repros to add novelly to what is otherwise a standard sesh of mouth-organing.

Roy Benson handles the laugh spot in suave and authentic manner. Guy's magico work is good series of props to allow for run of mirthmaking line of patter. He's been around and shows it with deft build of aud mood.

Closers, the Colstons, set up terp satirizations for entertaining sequence. Work out routines to flash aptness for straight ball-roomology, with interweaving of the laugh-raiser bits adding to overall impact. Les Rhode house orch, per usual, showbacks in apt manner.

Apollo, N. Y.

Toni Harper, Dizzy Gillespie
Orch (12), with Joe Carroll,
Frankie Marlowe, Saxey Williams,
Billy Adoms, Edward Sisters (2);
"Son of Dr. Jekyll" (Col).

Billy Adoms, Edward Sisters (2):
"Son of Dr. Jekyll" (Col).

Toni Harper, who hits the vaude circuits during the summer months between school terms, has developed into quite a young lady. In slick off-the-shoulder gown, she's a shocker to those who remember her in moppet organdy frocks. Slotted in the closing niche. Miss Harper projects a neat beat on rhythm and slow tempo items. There's a maturity in her pioing style now that indicates she's passed the adolescent stage without losing any of her vocaling sock. Does well in a five-number display, best of which are "Play Me the Blues." "Taking a Chance On Love" and "I Was Doin' All Right."

Frankie Marlowe only ofay on the bill, builds solid yocks in a fast-paced routine. It's his first stand at this Harlem flagship and reception indicates that he'll be back again. Works easily through a mirthful set that shows off his top timing and well-organized material.

Rest of the layout is standard Apollo stuff. Dizzy Gillespie and his lively crew whip up enthusiasm in a familiar set that includes such Gillespie standards as "Swing. Low, Sweet Cadillac" and Mother Goose rhymes grooved along bop lines. Scat songster Joe Carroll

formances with good scripting to though minus standout trep ill it way above many others.

Betty Luster, in her Palladium tion. Crooner Billy Adams 1-w, makes a pleasing impresh viewed under New Acts. Co

Palace, N. Y.

Three Tuckers, Jerry Morgan, Larry & Trudy Leung, Roberto & ivolving a harmonica, which he plays well and which wins him Marty May, Karpis Trio; Jo Lomistations of train sounds.

Marty May, Karpis Trio; Jo Lomistations of train sounds.

Sounds. Tap duo of Berk & Hallow gives show a fast sendoff in three wins a fast sendoff in three marks.

Inree Switts, whose jugging has been unchanged for many years, It's an act that offers a maximum of entertainment in its category.

Dance assignment is held down by Roberto & Alicia, a skilled flamenco team who pound out the hearty Castillian rhythms in an applause-winning manner. The boy gets by with a spot of singing in a creditable manner as well. The finale is by the Karpis Trio, who mix risley and hand-to-hand work effectively. Comprising two boys and a girl, they get off a scries of good tricks climaxed by the foot-swinging of the boy and girl by the understander.

In New Acts are Three Tuckers and Jerry Morgan. Jo Lombardi showbacks ably, as usual. Jose.

Chicagot (hi Chicago, July 10. Four Aces, Ella Fivaerald, Johnny O'Brien, Berk & Hallow, Henry Brandon House Orch; "Charge at Feather River" (WB).

Present lineup, in for a fortnight, is about par for Chi's lone vaudery. Show is overweight in familiar jukebox fare and could stand

sounds.

Tap duo of Berk & Hallow gives show a fast sendoff in three numbers. Team, works smoothly and gets a good mitt for double cartwheels and whirls.

House deviates from its usual policy of seating the orch onstage. This time it works from the pit, making the stage seem barren. Show is always more effective when the house band, which is a good one, is open to view. Henry, Brandon has temporarily replaced Louis Basil at the baton and emcees cordially.

Casino, Toronto

Toronto, Toronto July 10.

Timing Boyd, The Phillips (4),
Bering George, Cappy Bara Boys
(2), Ray Arnett, Archie Mone House Orch; "Lady Wants Mink"

His first theatre date since De-cember finds Jimmy Boyd pack-ing in the jeans set, Despite July heatwave, lure is "I Saw Mommy Kissing Santa Claus." Freekled, tousied, 14-year-old rednead in Assing Santa Claus." Freekled tousled. 14-year-old redhead in checkered shirt reveals himself as a fine entertainer in strictly combelt style. With his guitar, youngster is in the Tennessee hillbilly itradition from his opening. "I'm Little But. I'm Loud." to his finale "Santa" trademark. With high-pitched masal delivery and the manner of a miniature Will Rogers, youngster is doing a 15-minute, stint with his dolorous "Your Creatin" Heart," a bouncy "Bessie the Heiter," a real slow-rendering of "Goo's Little Candle," the novelty "Gold Feet," and his whammo. "Mominy" begoff. Here is a natural born artist who lacks the polished professional touch and training; who just stands up and sings to his own guitar accompaniment to tre-mendous audience ovations.

Knitting the bill is Bernie George, who acts as encee through-iout but is hefty in his own stint of stage and screen star initations, a neat burlesque ribbing of radio commercials and a sock labial impression of a plane engaging personality in his ringmaster chores.

Whole show is briskly run off, with the Phillips (mixed foursome), opening big in their club swinging, with some clever crisscross work and four-across passing overhand, plus a neat solo with five clubs by Karl Phillips (mixed foursome), opening big in their club swinging, with some clever crisscross work and four-across passing overhand, plus a neat solo with five clubs by Karl Phillips which earns tremendous applause. Ray Arnett is over easily on his ballet leaps and swift terp spins, but then goes into a paper-tearing act and some elementary magic, impressions of Churchill, Mrs. Roosevelt and Truman, all to taps, and a windup of Fred Allen and Ronald Colman imitations. Custoners justily mit the lad's dancing.

Cappy Barra Boys round out the layout with, their harmonical teamwork, notably their slow tempo, "Sleepy Time Cal." which follows their opening medley. Pair, in white dinner jackets, get plenty of organesque effects out of those lengthy harmonicas to out of those lengthy the account and acco

of organesque effects out of times lengthy harmonicas, good double-tongue technique and diapason on "When We're Dancing," and ter-rific up-high register variations on "St. Louis Blues." McStay.

lengthy harmonicas, good double-longue technique and diapason on "When We're Dancing," and terrific up-high register variations on "St. Louis Blues." MeStay.

Line Up 'Hippodrome' Acts;

Sept. Teeoff at Que. Expo

First edition of Harold Steinman's "Hippodrome," which will launch a tour of fairs and archasis at the Westchester County Center, White Plains, N.Y., Aug. J. Slagsing will be by Gae Foster, who for many years directed "Skating Vanities," also produced by Steinman and shelved last winter.

Casting has been completed with. Patricia Bowman signed in the top ballet role. Dancing Waters, the tountain display imported by Steinman from Europe, will also tour with this show. Others, that have been signed for "Hipp" in
line up 'Hippodrome' Acts;

MeStay.

Louie (& Pops) Williams has improved so, much since last surgery in the last been moved down to the ambulatory domicile with slight privileges.

William Nottingham, staffer of Pearl Theatre, Philly, received an ace report following surgery in a cereport following surgery in a last replication. Theatre, Philly, received an ace report following surgery with an up-for meals.

Joe Fennessy, yesteryear vaude-william who graduated here with an all-clear, beating surgery, is from Columbus to ogle the hospital and mitt old friends will exacishing at Betters Camp on Lake Plower here.

Norma Cloos remembered with site of the hospital and mitt old friends will exacishing at Betters Camp on Lake Plower here.

Norma Cloos remembered with site of the hospital and mitt old friends will exacishing at Betters Camp on Lake Plower here.

Norma Cloos remembered with an anew guest and mitt old for each will exacishing at Betters Camp on Lake Plower here.

Norma Cloos remembered with an each surgery in a new guest.

man and shelved last winter:

Casting has been completed with lesque soubret who graduated he Patricia Bowman signed in the top ballet role. Dancing Waters, the fountain display imported by Steinman from Europe, will also tour with this show. Others that white seems signed for "Hipp" inhave been signed for "Hipp" inhave signed for "Hipp" i clude comedian Larry Griswold we the juggler Sicki, Die Ronwells a one of the wheel act to be imported from lunch and Germany, Johnson & Owen, and digs by a diving ballet choreographed by Brandt. Plottie Mayer. Line of 32 will be Alice Fagler routined along sight novelty lines. Show will open at the Provincial. Exposition, Quebec, Sept. 4 for 10 days thence to the Forum. Montreal, and afterwards on a tour of Frady and Eva Weck U.S. arenas. Hipp has been a holiday thousand the state of the control
"Why Don't You Do Right" selling days thence to the Forum, Month Frady and Bobbie Trimble.

Saiwe, haved delivery of real, and afterwards on a tour of Donny O Brien in his observations. U.S. arenas. Hipp has been a holiday weeken in from Gotham for young the first women rouses some hearty booked into March, thus for, with his forwards but for the most part regmany dates on the Arena Managers isters as standard comic fale. Assn. circuit.

Capitol, Wash.
Washington, July 10.
Fontane Sisters (3), Jerome
Courtland, Archie Robbins, Calgary
Bros. (2); "Glory Brigade"
(20th),

There's nothing in this lineup to spark patrons' enthusiasm or get the mitt ball rolling. Reaction is generally indifferent, though ef-fect of four act layout is pleasant.

is generally andiferent, though effect of four act layout is pleasant.

The Fontane Sisters, of the TV
"Chesterfield Supper Club," are full of props and tricks and wholesome looks. Theirs is a cheerful kind of routine, with cateness marking their style and arrangements. Effect is somewhat stilled and a bit tiresome to an audience whose measuring stick for sister-teams must inevitably be the Andrews or the De Marcos. Galleries respond best to "Doggle" in the Window! and "Side By Side." Latter, given the oldtime vaude treatment, impresses, as best het since it keeps the gals moving in a more spontaneous manner than other numbers. "Work Song" from Dispreys, "Cinderella" has a nice narrative quality, and that inevitable

rative quality, and that inevitable cuteness.

Singer Jerome Courtland, straight from Hollywood and his Take the High Road' role, shapes as a natural for the teenage hit parade. Juves, however, were either absent or silent at show caught, and response was generally mild. The "gee-gosh" hillbilly type of chatter that ties tunes together, a holdover from his "Battleground" chores, detracts from singer's attractive juvenile personality. Garners best mit results from "A Woman is a Sometime Thing," handled in full voice, dramatic style. "Where or When" and "S Wonderful" do okay in the romaint department. Lad has clean-cut looks, and nice stage personality. Apparently some glimmick is needed to fire the galleries.

Comic Archie Robbins makes an impression by dint of cartely

Saranac Lake

By Happy Benway
Saranac Lake, NY, July 14.
Walter Macon, technician of. Paramount Gulf Theatres, Mobile, registered as a new guest and is now resting comfortably while getting the observation routine.

Larry Kaye (Danny's birother) while attending an electrical dealers convention at Saranae Inn, took time out to chat with this writer and to ogle the institution.

Morris Dinnerson, Ranforce Theatres, Brooklyn, all agog over his observation clinic report that upped him for all meals.

Louic (& Pops) Williams has im-

will also Ziegfeld's Others that White's "Scandals," registers "Hipp" in - a new guest.

7. Griswold "We the Patients" were handed Ronvells, a one of the nicest July 4 buffet orted from lunch and entertainment shin-owen, and digs by Al Brandt Theates) graphed by Brandt Prizes were won by 32 will be Alice Farley and Bob (Melloovelty lines, Larks) Smith, Jackie Fondran and Harvey Leet Goodwin, Charles and Hallie Hillyer, Dolly Galland Hallie Hillyer, Dolly Galland Conthard, Franklin

Strawhat Season Into High Gear With Several Records Set; Other News

Matunuck, R. L. July 14.

Marlon Brando in "Arms and the for a sock \$1,900 take. The previous record at the Theatre-by-the-Sea here last week, erossong \$11,000 for eight pertoriances. Brando is currently appeared in the show at the Falmouth Payhouse, Coonanessett, Mas. Thes also scheduled to play the Poytown (Conn.) Playhouse and the gramingham (Mass.) Country Payhouse (Mass.) Country Payhouse (Mass.) Country Payhouse (Mass.) Country Payhouse (Mass.) Country

the strawhat trek.

Delicht Sock \$13,200, W'port
Westoort Conn., Ju.y 14.
United a winter season.

Clinton Clicking
Clinton, Conn., July 14.
Lewis Harmon has struck pay dirt on first two weeks operation fered the previous week at Dennis, Mass. Weket was slightly better than 513,200, with a few rear seats in the Index of the Frederick Wordshit word the produced here and Lan ners is reworking script with on ey to a Broadway presentation, in which Richard Aldrich world he interested. Miss Gabor secret as great personal success in the incredulous role of a blonde mermaid.

An additional 60 seats in the bal-. G. Carroll made a good combina-

mermaid.
An additional 60 seats in the bal-cony has increased capacity to 760. Previous boxoffice record was held by Helan Hayes in "Good House-keepina," which grossed \$12,800 in 1948.

1948.
Theatre Guild tryout of "What Aboul Maisie?" had opening last night (Mon.), with many Broadway people showing up.

'Moon' Record \$7,460, Saratoga Saratoga, N. Y., July 14.

Wedding' \$8,900. Asbury Park
Asbury Park, N. J., July 14.
Ethel Waters, in "Member of the Medding," grossed a profitable \$8,-900. at \$3.50 top at the 891-sent and Savoy Theatre here last week. It ring was the second bill under the strawhat policy of the converted the filmery.

Tell' \$5,000, Slockbridge

Tell' \$5,000, Slockbridge

Stockbridge, Mass., July 14.

George Bernard Shaw and Leo
G. Carroll made a good combina-tion for the local Berkshire Playhouse last week, when "You Never Can Tell" pulled \$5,000 through

the till.

This week has Fay Bainter in her first bow before Playhouse customers. She is doing Rosemary Casey's

(Continued on page 58)

'Thunderland.' Dan Boone

in the Millon Lyon packager at Saratoza. While Betty, Bartley, Anne Francine and Peter Held have the fop roles at Sacandaga Park.

Wagon' \$17,500, Toronto Toronto, July 14.

With a gross of \$17,500, despite two nichts' rainfall, Gene Lockbart in "Paint Your Wagon' racked up this vasoo's Melody Rair house record, with the 1,800-seater theal resimble, cound betty for sing his "The Action still takes place in the action still takes place in the action still takes place in a decision to do another play and that the same record at this the same record at the first part of the musical package rang up a rousing passoon by Melody Rair house reviewed as week in four days at \$2.50 and Friday-Saturday at \$3 top, the musical package rang up a rousing \$9,500 plus, unit closed out hereowing to lack of bookings.

Biondes' \$6,000, Andover Andover, N. 3., July 14.

Biondes' \$6,000 and here requested the first part of the musical package rang up a rousing space of the first part of the f

provement in technical direction and scenery is due Herschel Har-rington. The three-level stage pers greater flexibility and adds to dramatic effects. Hard.

FIELD, BEST TO COSTAR IN B'WAY 'CORRIDOR'

Betty Field is set to costar with Edna Best in "Ladies of the Cor-ridor," drama by Arnaud d'Usseau and Dorothy Parker, which Walter Fried has scheduled for Broadway

opening Oct. 14.
Play deals with a group of mid-dle-aged residents of a hotel for

Miller Nixes Novel For Another Play

Arthur Miller has been encouraged by the favorable critical reception of his revised "The Crucible" to abandon a contemplated novel in favor of authoring another play. Moreover, he has decided play. Moreover, he has dec

Both Miller and Kermit Bloom-Both Miller and Kermit Bloom-garden, producer of "Crucible," believe that if the drama had been presented on Broadway originally as if was after the revisions were made, it would have been a com-mercial success. Producer argues, that on the basis of favorable re-reviews by Brooks Atkinson, of the N. Y. Times, and other critics, the show would have had a much beter initial reception.

initial reception.

On the same basis, he figures that the audience reception and word of mouth would have been better and that, since the operating nut would have been greatly reduced, "Crucible" would have made a larger operating profit, perhaps enough to recoup its production cost by now. Also, he believes that it could probably have spanned the summer, instead of having to close last Saturday night [11] at the Martin Beck, N. Y.

Bloomgarden is particularly

*Moon' Record \$7.460. Saratoga Stratoga, N. Y. July 14.

"The Moon Is Blue," with Preggy Ann Gerner, established a July record of \$7.460 in the 578-823 stop. "The Man," starring Dorothy Gish, did less than \$4,000 for the second week of last season.

"Gentlemen Prefer Blondes" is come to fife again, in Forest Amplitheatre here, with Hubert Saratoga Sha Summer Theatre and I have the Saratoga Park Summer Theatre and I have the lading role and Beyerly McFadden a feature part in the Milton Lyon packager at Saratoga, while Betty. Bartley Anne Francine and Peter Held have the floor roles at Sacandaga Park

Thunderland, Dan Boone having to close last Saturday night (1) at the Martin Beck, N. Y.

Bloomgarden is particularly clated by Milter's success in restaining to close last Saturday night (1) at the Martin Beck, N. Y.

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Bloomgarden is particularly clated by Milter's success in restaining to close last Saturday night (1) at the Martin Beck, N. Y.

Bloomgarden is particularly clated by Milter's success in restaining the drama. Although the climination of scenery in favor of drapes and a more elaborate light-more with Hubert layes outdoor drama, "Thunder the second week of Last season."

The story of Danlel Boone has come to life again, in Forest Amplitude of Danle Boone has suggested the spendic of the second week of Last season.

The story of Danlel Boone has suggested the grand and a more elaborate light-more with the drapes and a more elaborate light-more with the second of the play's impact, the producer feels that miler's impact, the producer feels that miler's more than a feel of Danle Boone has suggested the spendic of Danle Boone h

the whole performance.

In particular, he says, Miller is now convinced that he can work with actors to get the dramatic effects he wants. He feels, therefore, that as his own director, Miller will now have more scope as a dramatist. He cites the author's decision to do another play instead of turning to a novel as, evidence of Miller's increased confidence.

Bloomgarden declared.

chorcographer, Principals include Clifford Harvuot, Joshua Wheeler, Adelaide Bishop and Luigi Vel-

Inside Stuff—Legit

Terry Holmes, who was voted by the N. Y. drama critics the most promising young actress of the 1943-44 season, is married to playwright Albert Bein and is living in Greenwich Village, N. Y. with her husband and four-year-old son. She has retired from the theatre, Actress won the critics' citation for her performance in "Manhattan Nocturne," a flop by Roy Walling, starring Eddie Dowling, directed by Stella Adler and produced by Walter Drey and George W. Brandt, It was Miss Holmes first appearance on Broadway, and she subsequently dropped out of public notice until her whereabouts was learned last week.

Marlon Brando is sailing for Europe next month, "to escape the crass commercialism of Broadway and Hollywood," Leon Pearson reported on "Critic At Large" over the NBC radio network Sunday 112. Pearson, whose broadcast originated at WBZ, Boston, said he had talked last week with Brando at Theatre-by-the-Sea, Matunuck, R. I., where Brando was starring in "Arms and the Man," eight-actor package show "costing \$5,000." There is "less money but more appreciation of art in Europe," Brando told Pearson. The broadcaster continued that Brando switched from the top to a lesser role in "Arms and the Man" during rehearsal; that Brando thought the latter warranted attention. He gave the principal part to William Redfield.

Willard Kent, former legit actor, is in the east for two weeks, bringing the ashes of his actress-wife. Rose Dean, who died last fall on the Coast, for burial today (Wed.) in the family plot in Philadelphia. Couple lived in Hollywood, where Kent retired about 10 years ago, after making more than 50 films. He and his wife were widely known for their interpretations of Caiaphas and Mary Magdalene in both German and English versions of the Freiburg Passion Play, which the late Morris Gest brought to the U. S. in the 1920s and which toured extensively for more than 10 years.

Roland Young, who died June 5, left an estate valued at \$5,000-\$10,000 to his widow, the former Dorothy Patience May. Star's will directed that his executor, Alden S. Blodget, sell his "collection of walking sticks" and that Blodget and his wife, Cornelia Otis Skinner, select certain of his pictures, books and works of art for themselves. Besides being an old friend of the Blodgets, the actor costarred with Miss Skinner several years ago on her "William and Mary" comedy not on the Dinab Shore radio series. spot on the Dinah Shore radio series.

John Horgan, active as an actor in Pittsburgh little theatre circles for years, has just finished a biographical drama called "Sweet Is The Echo," based on the life of St. Theresa of Lisieux ("The Little Flower"), and is submitting it to producer Eddie Dowling at the latter's request. Horgan's work may also get an early fall tryout by the Pittsburgh Catholic Theatre Guild, for which he has done considerable acting. Horgan is also gathering material for another drama about Pope Pius X.

Error in telegraphic transmission listed gross last week of Pittsburgh Civic Light Opera Assn.'s production of "Gentlemen Prefer Blondes," starring Kyle MacDonnell, at \$28,000. It should have read \$38,000. The outdoor musical, despite inclement weather for almost every performance, wound up only a few hundred dollars behind the season leader so far, "Call Me Madam," which opened the summer continuous and the summer continuous season leader so far, "Call Me Madam," which opened the summer

'LION' ROARS MUSICALLY Spruced-Up 'Horn in West' IN WESTPORT BARN TRY

"The Lion," by Arnold Fran-chetti, which preemed at the White Barn Theatre, Westport, Conn., Barn Theatre, Westport, Conn., Saturday (11) is an operatic fantasy about a runaway circus lion who wants to, be a household pet. A natural for children's theatre, especially because of simple set and small cast, piece also has TV possibilities: as one-shot program or maybe a series. For adult audiences. "The Llon" has satirical overtones. overtones.

Deft libretto by Ruth Howard Sunderson and Marie Franchetti has imagination and charm, and direction by Ralph Pendleton lends humor and maintains a light touch. Franchetti's sprightly score com-bines recitative, lyric and spoofing of operatic forms.

of operatic forms.

Cast performs and sings ably, with James Mattingly as the likeable but weak-willed lion. Samuel Bertsche as an appealing stagemanager prolog and lion-tamer, Lena Sinagulia and Amelia Haas as the princesses with whom the lion takes refuge, and Helen Hubbard as Lulubelle, their maid. Costumes by Eibel Perlmuiter and mana acby Ethel Perlmutter and piano ac-companiment by musical director Raymond Hanson are asset contri-butions. Grif.

Montreal Summer Fest Teeing Off 18th Year

The Montreal July 14.

The Montreal Summer Festival tees off its 18th year July 30 with a full-scale production of Honegger's Jeanne D'Arc au Bucher." with Claude Nollier from the Paris Opeca, in Notre Dame Cathedral. Overall programming for other concerts till the end of August shapes up as best to date.

was the second bill under the strawhat policy of the converted the dramatic effects. Hard.

Current show is "Bell, Book and Candle," starring Viveca Lindfors and Barry Sullivan. Barn's season chedule has been completed with the booking of Franchot Tone and Betsy Von Furstenberg in "Second Man" for the week of July 27.

Run' Sock \$1,900, Reading Reading Pa, July 14.

See How They Run" broke loss of guest performances with the Rome Opera Ballerina-for-his-Festival Relegation for the Weikling Sept. 12 the loss of the Berks Players in their second season at Green Hills Theatre. The comedy drew the converted the dramatic effects. Hard.

Carving of the amplitheatre out of a hillside represents a \$70,000 of artists and musical events. Localite Felix Leclere will be st. 25 s3.50, with performances nightly, except Monday.

WM'S HIRSHAN ON STOCK
Lenny Hirshan is handling sumbalsed in standing sumbalsed in the Rome Opera Ballet, following a month's toug of 1st the Rome Opera Ballet, following a month's toug of 1st the Rome Opera Ballet, following a month's toug of 1st the Rome Opera Hills Theatre Home Operas, Lucal will offer a wide variety of artists and musical events. Localite Felix Leclere will be st. 25.

The Towne Theatre here has been given to take the lead in "La Danse Ronde," an event will be plane in from Paris to take the lead in "La Danse Ronde," an event will be plane in from Paris to take t

Bows for Second Season In Western N. Carolina

Boone, N. C. July 14.

A spruced-up "Horn in the West" has opened at the Daniel Boone. Theatre here for the outdoor drama's second season. The play. Kermit Hunter's fictional story based on the settling of Western North Carolina, will be staged every night, except Monday, through Sept. 7.

The drama itself is essentially the same play that was presented last summer. The revamping has been in the addition of a few scenes, the elimination of others, new music, new dances, and new sound and lighting effects.

Noticeable change is in the In-

sound and lighting effects.

Noticeable change is in the Indian dancing. Last year the dancers were mainly football players who carried out their unaccustomed chores admirably. But now choreographer Harry Coble has professional dancers are more creative and are executed with better technique. A new Indian massacre scene, starring Coble as the medicine man and Willard Tolley as Black Tomahawk, is dramatically presented.

Tolley as Black Tomahawk, is dramatically presented.

Charles Elledge is back to recreate the role of old Amoss Howard, and Ned Austin once again is Daniel Boone. Irvine Smith, who last year played the part of John Sevier, is now taking the lead as Geoffrey Stuart, the man who cannot make up his mind between two loyalties—one to the King and the other to, his own people in the rebellious colony—until tragic events make it up for him. Producer is Sam Selden, director is Kai Jurgensen, and Bill Hardy is general manager, Hard.

'Keep Financial Statement Hidden' **As ANTA Flounders In Coin Woes**

trademy, awash in financial tribustions, is reportedly being supoutributions from Robert W.
lowling, board chairman, and
loger L. Stevens, board and excutive committee member, Oranization's only regular income,
dmittedly modest, stems from
membership dues.

l to effect operating econ-has been mired for similar

that attitude was expr tly by Christian Westpl (Continued on page 58)

Equity to Seek Assist Of Other Unions in Finding **Work for Stage Managers**

sist in securing employment gift stage managers, will be by Actors Equity. Idea is for cial committee to huddle with als of the American Federaof Television & Radio Artists, ican Guild of Variety Artists ther groups.

hargaining agent for stage man-agers. Council flattened that bid at the time.

Little Theatres Slapped By Fed. Admissions Tax

Washington, July 14.

U.S. British Equity May Huddle Again

settle the alien actor problem. uch a move, but officials of the J. S. union expect a bid before ong from the British organization a resumption of confabs on the

plying restrictions only on alien players getting less than \$500 a week. British exees have since been informed that U. S. Equity opposes any salary clause of any kind.

When the last negotiations end the British union.

Billie ('Madam') Worth Into 'Lady' Overnight

Lovejoy Sets 'Finger'

Ill. Wind, Etc.

Hollywood, July 14.
Backus, laid up at home

McClintic Ducks Kit's 'Proposals'

Hartford Buys Coast CBS Playhouse; Mapping Big Local Legit Production

Stanford U. Musical Prepped for Pro Run

Equity Boosting Dues to \$24 Yearly Despite Budget Cuts; ELT Trim Set

Ferrer, de Havilland Start Rehearsing 'Hour'

New SEC Rules On Financing

Jersey Coast Barn Tries Charge Account Plan

V. Davis Concert-Revue

Paul Green on Treadmill; Working on Nine Stage Plays, and Also a Book

(Continued on page 60)

Kelly, Foster Set to Tour Barns in Pre-B'way 'Time

Strawhat Reviews

run-through. Theresa Helburn of the Theatre Guild, supervising the tryout, predicted a steadier performance by Friday.

Little Miss Dengel is standout but there is a characteristically adept performance by Claudia Morgan as the child's mother and a touching, if somewhat wearing portrait by Isobel Elsom as the nurse. And Robert Duke, a new-comer, is believable and appealing as the stepfather who is trapped by the stepmother. Scott Forbes is firmly unconvincing as the child's own tather, and Beatrice Pearson, in a succession of unbecoming costumes, is not at all right as the child's governess who becomes her stepmother. Marguerie Namara has the proper flamboyance to play a bejeweled counters and gives "What About Maisie" some of its best moments.

Arms and the Man

chard Aldrich production by ar-ment with Morton Gottlieb and Al-selden of comedy in three acts by ard Shaw. Starr Marton Hendon-rydia Westman Redfiged by Herbort er Setting, Norman Rock. Al outh Playhouse. Cootamessett, Mass. 13, '53; \$3.90 top.

ouka lajor Petkoff jergius

Richard Aldrich's Falmouth Play-house here, the strawhat appear-ance of Marlon Brando in a re-vivat of Shaw's "Arms And The-Man" will cause the shekis to clink metrily in summer thealire

coffers.

Brando, by virtue of his stage and screen success in "Streetcar Named Desire" and his thesping in Metro's "Julius Caesar," is a surefire attraction. In "Arms And The Man," he has chosen a tried-and-tested vehicle in, which to display his particular brand of brooding intensity, and matine-idol intensity and matinee-idol

good looks.

Shaw opus, first play by the late dramatist to be produced in this country (1894), is the playwright's attempt to strip the glamor from war, and to present the eternal

What About Maisie

Westport Conn., July 13.

Lawrence Langence Armina Marshall and John C. Wilson presentation of come of the play. Instead, he plays Sergius, the role Shaw himself by Buth and Prancis Belle Peatres (Paul Marshall Morgan, Beatrice Pearon, Isabet 2000). Margange Beatrice Pearon, Isabet 2000, Margange Sergius, who is usually in mental anguish because he is seen in control of the pearon of the play is beat so country Common Pearones and Helburn, able to perform his duty as he seen in the country of the pearon of the play is beat so country Common Pearones and the pearon of the play is the control of the pearon of the play is the pearon of the play is the collection of the pearon of the play is the pear of the play is the pearon is the pear of the play is the proper of country of the pear of the play is the pear of the play Zandt Danseuse

The sixth musical version in the last 98 years of Washington Irving's "Rip Van Winkle" had its premiere here tonight (Mon.) by the Municipal Opera Assn. before a crowd of 9,000. Score is hy Edwin McArthur, musical director at the big outdoor theatre in Forest Park, and book and lyrics are by Morton Da Costa, stage director.

The piece definitely does not seem Broadway material, and is only mildly rewarding as a kiddie special for summer operettas. The first of the two acts is sometimes sprightly, deftly staged, and the orchestrations are clever, so it bears a professional imprint. The second act bogs down during Rips long sleep in a series of stilled tableaux about the American revolution. During this sequence Rip can be envied his long stooze. McArthur's score is competent, but no noire. It lacks lill and lift and lift land lift and lift and lift and lift and lift and lift are responsed to the control of the competent.

proficient.

Principals are Lawrence Brooks as Rip, Winifred Heidt in a dual role as the shrewish Dame Van Winkle and her sweet twin sister, Sylvia Karlton as Rip's daughter, Richard Lee Scott as the hand-Sylvia Karlton as Rip's daughter, Richard Lee Scott as the hand-some suitor, Earl William as an oafish one, and Yvonne Chouteau and David Nillo in some piquant ballet. All are reasonably profi-cion!

attempt to strip the glamor from war and to present the tetrnal conflict between artificial romantic morality, as represented by the Bulgarian officer. Sergius, and natural realistic morality, as symbolized by the Swiss "chocolate soldier." Bluntschil.

Sürprisingly, Brando has not W.S. Hutchinson, who recently rechosen the fat part of Bluntchil, turned from Korea and is due to the role that actors from Richard return during the summer for an-

Leland Hayward Learns The Hard Way How Other Half (Legit Critics) Live By LELAND HAYWARD

Hamilton, Bermuda, July 14 n intimate revue is about t

Hamilton, Bermuda, July 14. An intimate revue is about the hardest thing in the theatre to pull off successfully. When they're not great they are apt to be dismal. "Stock in Trade" is far from great. The show is a little reminiscent of "Lend an Ear," but chiefly because the original production of the latter also had a musical accompaniment supplied by two pianos in the pit. But "Ear" also had wit, grace, attractive music and a

Stock in Trade

mudiana Theatre production in two acts (20 scenes), with miwo-plano accompaniment by lery and Edward C. Redding: a song by Myse; siectnes. Graham, Michael Brown, S. Pearce, Directed by Julius Morrundiana, Theatre, Hamilton, 1

Ronny Graham. Antone Alice Pearsce. Directed by Julius Monk At Bermudiana Theatre, Hamilton. Bermuda, July 10, 53.

The Committee of the Commi

group of talented youngsters. It had funny sketches, charming dancing and an original point of

had funny sketches, charming dancing and an original point of view.

"Stock in Trade" has none of these things. Without being too personal, let's just say the stage is populated with a group of frantic and busy, well-meaning people slightly past real youthfulness, doing very dull things accompanied by very mediocre music. There is sone nice song—"End of a Love Afair," written some years ago by Edward C. Redding, one of the composer-pit men. He should have used more old material.

One member of the company shows slight talent. His name is Bill Dana. Alice Pearce is starred in the proceedings and Bibi Osterwald is due to join the show shortly.

(New-found critic is the vaca-tioning Broadway producer, draft-ed as a VARIETY mugg for the occasion.)

ANTA's Woes

Continued from page 57

ANTA administrator, during a board meeting. According to the minutes, "The question was asked at this time whether or not the monthly financial statement has, in the past, been mailed to the board of directors. Westphalen explained that it has not, because of the fact that many times the figures would get into the hands of certain of the press, where they were mis-

the press, where they were misused.

"After much discussion a motion was made, seconded and passed that only the annual financial report be sent to each member of the board of directors of ANTA. Upon request in writing, copies of interim financial statements will be sent to members of the board by registered mail, in addition, copies of the annual financial report will be sent to ANTA members upon request."

Survey of the administrative

the annual financial report will be sent to ANTA members upon request."

Survey of the administrative setup of the organization, one phase of which would involve continuation of Westphalen's \$12,000 annual salary as administrator, was to have been conducted by a committee headed by board member Sawyer Falk, head of the Syracuse U. drama department.

Proposal to set up a local legit troupe in a non-theatrical town was recommended as a prime objective by the second National Theatre Assembly last spring, and has been approved at least twice since then by the ANTA board as the No. 1 project for the organization. But nothing concrete has been done, despite continued agitation by Warren Caro, chairman of the standing committee in charge of the plan.

Dowling and Stevens, reportedly the current "angels" of ANTA, are realtors active in N.Y. legit. Dowling is president of City Investing Co., which owns and operates film theatres, among other properties, and is the parent of City Playhouses. Inc., which owns and operates the Morosco, Fulton, 46th Street and Coronet, N.Y., and cooperates and books the National, Washington. Stevens, who heads syndicates owning the Empire State Building, N.Y., and other properties, is a member of the Playwrights Co. and also produces and invests in shows independently.

Strawhat Season

"The Velvet Glove." Gage Clarke and Mary Jackson are featured. It will mark the 20th anniversary of Clarke's first appearance here.

"The Velvet Glove." Gage Clarke Harp, John Woods and Myles Mcand Mary Jackson are featured. It with settings by Bill Harp.

Boston Area Barn Biz Up
Boston, July 14.
Biz picked up nicely at the Lee
Falk-Al Capp-operated barns last
week Ezio Pinza, in "The Play's
the Thing," lured a strong \$12,000
into the coffers of the County
Playhouse at suburban Framingham. House, a 1,400-seater, is
scaled at \$3.
"Carousel." which nabbed just
under \$10,000 at the in-town 917seat Boston Summer Theatre last
week, also at \$3 top, is the current
attraction at the Framingham site.
Farley Granger is currently appearing in "John Loves Mary" at
the Boston Summer Theatre.

Shore B.O. Eases Off
Atlantic City, July 14,
"Die Fledermaus," second musical of the 10 to be given this season in the Cateway Musical Playhouse at suburban Somers Point, grossed \$7,000 at \$3 top, about \$1,000 under "Carousel," which opened the season in the 1,500-seater.

opened the season in the 1,500-seater.
Gross was also lower at resort's 500-seat Quarterdeck. Theatre, where \$2,600 was the take for. Nancy Coleman in "The Male Animal." Top was also \$3. Jonathan Dwight is producer in both houses, "Desert Song," directed by Otto Simetti, opens at the Gateway tonight (Tues.) (14). Lawrence Mitchell is playing the lead.
At the Quarterdeck, "Mister Roberts" opened last night (Mon.), featuring J. Mackay Elliott, Leon Stevens, John Reese, Richard Neilson, Robert Zinn, Charles Etheridge, Ben Gary and Jimson Slaven.

'Roberts' \$7,200, Bar Harbor
Bar Harbor, Me., July 14,
'Mister Roberts' package, with
Wayne Morris starring, took in
\$7,200 at the Bar Harbor Playhouse
here last week. House, a 600seater, can hit a capacity gross of,
about \$9,200. Show is slated to
return here week of Aug. 3.
Package, played the Ivorytown
(Conn.) Summer Theatre the previous week and drew a little over
\$8,000.

Chi Area Hopping
Chicago, July 14.
Gross take at Salt Creek Summer Theatre for Uta Hagen's single week in "Lady's Not for Burning" exceeded \$10,000, playing to sellout evening houses Matinees were less impressive. Current is Mary Astor in "Biography."
Other barns hereabouts are capitalizing on proves conseller with

Other barns hereabouts are capitalizing on proven comedies, with Sonny Tufts playing "Milky Way," at Drury Lane, and Jacqueline James in the lead of "Gentlemen Prefer Blondes", at the Music Theatre. "Pvor

Theatre.
Theatre.

"Pygmalion" opens at East-Eden
tonight (Tues.). "On Borrowed
Time" at the Showcase, "Apple of
His Eye" at Highland Park Tenthouse, and "Legend of Sarah" at
the Chevy Chase.

"Round Dance" is in its second
week at Playwrights Theatre, and
"Gigf" is current at Tower Ranch
in Rhinelander, Wis.

Early Bird Suffers
Norwich, Conn., July 14,
Boxoffice reaction on first three
weeks operation of Norwich Summer Theatre has convinced impresario Herbert Kneeter that he
opened his season one week too
early.

opened his season one week too early.

Teeing off with Margaret O'Brien in "Kiss and Tell." gross fell short of the outgo and a similar condition prevailed on second week with "Gentlemen Prefer Blondes," although the take for the musical was a boost over first week's biz. Kneeter figures a one-week shift in both bookings would have meant black figures for the duo.

Last week's show, "Postman Always Rings Twice." marking debut of the Barbara Payton-Tom Neal combo, did okay. Kneeter has acquired rights to latter production and is mulling a package four, with eventual revival for the road a possibility.

'Drunkard' At Westboro Westboro, Mass., July 14.
'The Drunkard,' oldtime classic melodrama, is being presented by producer Sid Sawyer at the Red Barn Theatre here this week, tonight (Tues), through Sunday (19). Production is being done in Gay '90s fashion, costumes and scenery included. In addition to the show, there will be night acts of oldtime

with settings by Bill Harp.

Philly Findings
Philadelphia, July 14.

"The Lady's Not for Burning" opened the fifth week of the second summer season of the Playhouse in the Park last night (Mon.) with one of the season's biggest advance sales, Uta Hagen is costarred with Herbert Berghof.

"Room Service," last week's offering, started off slowly, but jumped right away to virtual capacity and continued at that pace all week, same for the matinees. Next week brings "Island Visit" (formerly "Horses in Midstream") with Cedrie Hardwicke and Lili Darwas, and the final Monday in July finds Roddy McDowall in "Charley's Aunt."

Sturbridge Tryout
Sturbridge, Mass., July 14.
Merry-Go-Round Theatre, local strawhatter, will do a tryout for week of July 21-26. It's a comedy titled "The Indoor Sport." by resident troupe member Jack Perry, Yale Drama Dept. student.
Spot has concluded three moderately profitable weeks with "Moon Is Blue," "Male Animal," and "Importance of Being Earnest."

nest."
Operation involves a 10-week season through Aug. 30. William Martin is manager and Howard Orms director.

Barn Notes

"The Scribblers Three," by Hunter-Biore Beaton, will preem at Barter Theatre, Abingdon, Va. week of July 30, with Eric Blore in the lead ... Millicent Brower has been signed to appear opposite Richard Ney in the Sea Cliff (L. 1.) Summer Theatre tryout of "Chintz and Chippendale," week of July 27. Billy Gilbert, who recently starred in "The Student Prince" and "The Merry Widow." at the Starlight Theatre, Kansas City, will have a leading role in "Louisiana Purchase" at the Iroquois Park Amphitheatre, Louisville, the week of Aug. 3.

Park Amphitheatre, Louisville, the week of Aug. 3.

Phillip Pruneau, actor-playwright, will direct the last five plays to be offered this season at the Corning (N. Y.) Summer Theatre, ... Dossie Hollingsworth, who appeared in the role of Lorelef Lee in the Lambertville (N. J.) Music Circus production of 'Gentlemen Prefer Blondes,' will repeat the characterization at the Neptune Music Circus, Asbury Park, N. J., week of July 20 and at the Finger Lakes Lyric Circus, Skaneateles, N. Y., week of Aug. 30.

at the Finger Lakes Lyric Circus, Skaneateles, N. Y., week of Aug. 30.

Strawhat tour of Joseph Kramm's "The Shrike." with Van Heflin starring, will be directed by the playwright . Leonard Smith is serving as advance man for the "Mister Roberts" package, starring Wayne Morris Buek Kartalian has exited the production to appear in "Milky Way" package, starring Sonny Tufts . Packager Gregg Juarez pitching for the rights to "Be Quiet, My Love," as a barn vehicle for Marguerite Chapman "The Paradise Question." new play by Walter Hart and Richard Maibaum, will preem the week of Aug. 31 at the Skowhegan (Mc.) Summer Theatre. Show is slated for Broadway production next season by Elaine Perry, with Hart directing and Leon Ames in the lead . Peter Donat plays the title role opposite Ella Raines in "I Am A Camera," starting Monday (20) at Clinton Playhouse, Clinton Conn. . David Post played the juvenile lead in "Present Laughter" at Cragsmeer Playhouse, Cragsmeer, N. Y., last week.

Director William Miles of Berkshire Playhouse, Stockbridge, Mass., has inked in Anna Russell, singing comedienne for two matinee showings, Aug. 13-14. This will be Miss Russell's first appearance there . Katharine Alexander at Stockbridge, Mass., for rehearsals of Noel. Coward's "The Marquis." opening July 20. Her featured support will be her daughter Barbara Brady (grandaughter to the late William A. Brady), onetime resident player at the same spot. support will be her daughter Barbara Brady (grandaughter to the late William A. Brady), onetime resident player at the same spot. Betty Low plays the wife, Carl Harbord enacts the husband and Taylor Graves does the absent-minded gentleman in A. A. Milne's "Mr. Pim Passes By," which bowed at the Woodstock, N. Y., Playhouse last night Tues.).

Post includes Shirley Matson, Cast includes Shirley Matson, Cast includes Shirley Matson, Betty Winsett, Larry Bockius, Eugene Roche, Joan Cunningham, Jewel Howard, Sid Sawyer, Bill Grannis has started her

Show Finances

GUYS AND DOLLS
(As of May 30, '53)
Original investment, including 25" overcall. Original investment, including 25% overcal Cost of original production Philly tryout profit
Net cost, opening night in N. Y. Gross for last four weeks, N. Y. Total gross to date, N. Y. Profit last four weeks, N. Y. Total profit to date, N. Y. Cost of touring company production Gross for last four weeks on tour Total gross to date on tour Profit last four weeks on tour Total gross to date on tour
Profit last four weeks on tour
Total profit to date on tour
Total gross to date, both companies
Total profit to date, both companies
Total distributed profit to date
Bonds and deposits
Advance for film rights

ut resumes at the 46th Street, Aug. 10, and will continue there inefinitely. Touring production opened June 4, 51, on the Coast and
ecently returned there for a summer run.

Royalties on the musical total 13%, including 5% to composeribrettist Frank Loesser, 3% to stager George S. Kaufman, 112% each
of librettists Jo Swerling and Abe Burrows, 11% to choreographer
lichael Kidd and 1% to the estate of Damon Runyon, on whose
haracters and "Idyl of Sarah Brown" short story the musical is based.
Cheatre terms in New York give the house 30% of the first \$25,000
cross and 25% of the balance, and on the road the usual rental has
been straight 25%. Operating expenses have been running about
6,500 cast payroll in N. Y., \$8,000 on tour; \$1,550 crew in N. Y., \$1,725
on tour; \$950 for manager-press agent staff and general manager in so, our cast payroll in N. Y., \$8,000 on tour; \$1,550 crew in N. Y., \$1,725 on tour; \$950 for manager-press agent staff and general manager in N. Y., \$1,015 on tour; \$350 electric rental in N. Y., \$250 on tour; \$1,497 for musicians in N. Y., \$1,000 on tour; \$742 for extra stagehands in N. Y., \$100 (and frequently no charge) on tour; wardrobe salaries and expense around \$1,200 in N. Y., \$650 on tour; office expense, \$350 each for N. Y. and tour. British production of the musical, presented by Prince Littler and Williamson Music, opened May 28, '53, at the Coliseum, London, Rights to the "Sarah Brown" story were recently purchased from Paramount for \$30,000 so the film rights to the show are now unencumbered.

Legit Bits

Jack Whiting and probably Auery Christie will play the leads in To Charlie, with Love," compared by Peter Glein, with Morphon Da Costa directing and Jack andau designing scenery and instumes. Bert McCord this teek resumed his daily column of rama notes in the N.Y. Herald ribune after a month's vacation, uring which he married actress 'articia John Canty, '" The mall Shepherd and the Small Shepherd S

oduced by Robert Fryer and omas Whyte, Jr., as a starrer for irley Booth. Plans for a cond company of "Wonderful wn" are reportedly postponed lefinitely. Howard Feet.

cond company of "Wonderful conn" are reportedly postponed definitely.

Howard Erskine will be associated with Michael Abbott in the oduction of "Late Love," Roseary Casey comedy to star Arlene are consisted with Michael Abbott in the oduction of "Late Love," Roseary Casey comedy to star Arlene are consisted with Michael Abbott in the awrights Co. production of muel Taylor's new comedy, is ing financed at \$50,000, with ovision for 50% overcall. "Tead & Sympathy," Robert Anderson ama being produced by the Playinghts Co. and Mary K. Frank, is ing financed at \$60,000, with ovision for 20% overcall, Intentally, Mrs. Frank is not bringing in any of the coin. Dick illman withdraws Sunday night 10. from his role as the juvenile "Fifth Season," to do a song-d-dance single in niteries and ude. He recently signed with the illiam Motris agency. The atrical attorney L. Arnold eissberger planed last week from andon to Holland and is motoring up the Rhine valley to Salzing and Vienna. He's sailing back 19, 29 on the Queen Elizabeth for Y. J. Pat O'Malley took over crole Monday night (13) of the lice inspector in "Dial M for urder," succeeding John, Wilms, who goes to the Coast to peat his characterization in the arner screen version. Faith ooks is subbing as femme leading Gusti Huber's two-week varion.

"at Johnson and Dorothy Love and cast of "Pal Jnev" in Chil

at the American Theatre Wir N. Y., conducted by **Ted Apstein**

Future B'way Openings

Guys and Dolls (reopening), 46th Hazel Flagg (reopening), Hellin-

Hazel Flagg (reopening), Hellinger, Sept. 1.

Anna Russell's Little Show, Vanderbilt, Sept. 8.

Pin to See the Peep Show, Playhouse, Sept. 17.

Carnival in Flanders, Century, week of Sept. 28.

Tea and Sympathy, Barrymore, Sept. 30.

Three Stories High, unspecified theatre, Oct. 1.

Little Hut, Coronet, Oct. 5.

Ladies of the Corridor, unspecified theatre, Oct. 14.

Teahouse of the August. Moon, Martin Beck. Oct. 19.

Oh Men, Oh Women, unspecified theatre, week of Oct. 19.

To Charlie, With Love, unspecified theatre, week of Oct. 19.

Gentle Does It, Playhouse, Oct. 26.

26. Sabrina Fair, unspecified thea-

Sabrina Fair, unspecified theatre. Oct. 27.
Girl Can Tell, unspecified theatre. Oct. 29.
Solid Gold Cadillac, unspecified
theatre, Nov. 2.
Sherlock Holmes, unspecified
theatre, week of Nov. 2.
Kind Sir, Alvin, Nov. 4.
All Sümmer Long, unspecified
theatre, week of Nov. 9.
Black Candle, unspecified theatre, week of Nov. 23:

tre, week of Nov. 23:

Tat Johnson and Dorothy Love Johned cast of "Pal Joey" in Chiloned cas

'Widow' Merry \$62,000 In Kansas City Week

'Carnival' \$38,700, 'Dolls' \$20,500, L.A.

Los Angeles, July 14.

Heat wilted the town's two musicomedy offerings last week, but two straight plays in small-seaters continued to do well. Biggest disappointment was "Carnival in Flanders," which racked up a new low gross for a Civic Light Opera offering. Heat kept window sale at an absolute minimum.

Estimates for Last Week Carnival in Flanders, "Philharmonic Aud (1st wk) (\$4.80; 2.670). Poor \$38,700. Represents a loss of Civic Light Opera, which had guaranteed operating expenses and needed about another \$10,000 for its own costs.

Guys and Dolls, Biltmore (2d wk) (\$4.20; 1.636). Way below hopes, and helow operating costs, for first full week. Tally hit \$20,500.

'KATE' OKAY \$35,200 IN FIRST DALLAS FRAME

FIRST DALLAS FRAME

Dallas, July 14.

"Kiss Me Kate," third show of
State Fair Musicals summer season, tallied a good \$35,200 gross for
its first frame, through Sunday (12)
matinee, of State Fair Auditorium.
Jose Ferrer, and Lisa Kirk costar
in the Porter-Spewack revival,
supported by Patricia Bright, Paul
Godkin, Wally Brown, Mort Marshall, Rosetta Lenoir and Atkins
& Coles. Boff reviews by two
dailies critics greeted "Kate" opening Monday (6).

Jack Carson and Margaret Whing
stated rehearsals yesterday
(Mon.) for "Girl Crazy." George
Gershwin revival due a fortnight's
run, July 20-Aug. 2.

Current Road Shows

(July 13.25)

Carnival in Flanders (Dolores Gray, John Raitt) (tryout)—Phil-harmonic Aud., L.A. (13.25) (Reviewed in Variety, June 10, 53)
Good Nite, Ladies—Geary, S.F. (13.25).

(13-25).

Guys and Dolls (B'way Co.)—National, Wash. (13-25).

Guys and Dolls (2d Co.)—Biltmore, LA. (13-25).

Mald in the Ozarks—Selwyn, Ch.

3-25). New Faces — Great Northern hi (13-25).

Chi (13-25).
Pal Joey (Harold Lang)—Shubert, Chi (13-25).
South Pacific (Jeanne Bal, Webb Tilton)—Shubert, Detroit (13-25).

'Rose Marie' 31G

B'way Rallies From Holiday Slump; R&H 'Juliet' 58G, 'Pacific' \$27,900, "Itch' \$24,600; Shriners May Help

50G Take for Three-Week Tall Kentuckian' Run

Louisville, July 14.

Final figures compiled on the hree-week run of "Tall Kenückian," which ended Sunday 121, showed an attendance of 35,154, biggest for any show in the
ity's history. The musical play
hout Abraham Lincoln, which
limaxed the city's 175th birthday
conference of the control of the control of the city's 175th birthday
conference observation was write.

'Dolls' \$41,000, D.C., **'Moon'** \$14,000

Washington, July 7.

Washington, July 7.

"Guys and Dolls," which started in high for its first week at the National Theatre, did even better for its second stanza with a flat \$41,000 at the boxoffice, one of the best ever for this theatre, at a \$4.80 top. "Dolls" continues with a fine \$70,000 advance, as large an advance as when it first opened.

Second and last week of "School-For Scandal" at the Otney (Md.) strawhatter drew \$3,000 through the wickets, an increase over the initial chunker for the classic comedy.

"New Moon," last week's musical offering of the Washington Festival at the Carter Barron. Amphitheatre, brought \$14,000 into the till, same as the previous week's "Of Thee I Sing," "Annie Get Your Gun," only attraction booked for two weeks by Washington Festival, opened last night (Mon.) with the prospect of considerably better business than that of the past fortnight.

'WALTZ' \$41,000, FRISCO; LADIES' OKAY \$13,000 San Francisco, July 14

San Francisco, July 14.
Legit continues relatively active here for the summer period, principally on the strength of the local Civic Light Opera senson. Returns are generally running a trifle below previous years, but are still hetty.

Estimates for Last Week

Great Waltz, Curran (1st. wk) \$4.80; 1.775). San Francisco CLO production, starring Dorothy Kirs-ten and John Charles Thomas, drew healthy \$41,000 for its initial

stanza.

Good Nite, Ladies, Geary (1st wk. (\$3.60; 1,550). Profitable \$13,000 on two-for-ones.

'Mikado' Moderate 32G In Pitt Stadium Stanza

Pittsburgh, July 14.
Although it grabbed the brotices of the season so far, "I wikado," starring Martyn Grestarted poorly last week at P Stadium, but picked up speed weekend for a fair \$32,000. Ci

Green's performance, but It wasn't until the tag end of the engagement that any boo interest developed.

Current attraction, fifth of the season, is "Louisiana Purchase" with Robert Alda, Zero Mostel, Robert Pitkin, Holly Harris, Viola Essen and dance team of Fisher & Ross.

Met Opera baritone Robert Mer-rill will sing with the Opera Nacional, Mexico City, July 18 to Aug. 4. He will sing two performnill will sing with the Opera \$57,000 from 64,000 payees. Several Nacional, Mexico City, July 18 to cool nights lured customers to the Aug. 4. He will sing two perform new playhouse. Robert Rounseville, Gail Manaces each of The Barber of Robert Rounseville, Gail Manaces each of "The Barber of Robert Rounseville, Gail Manaces each of Robert Rounseville, Gail

Broadway made at least a slight recovery last week, partly as a reaction from the brutal July 4 weekend drop of the preceding stanza. Virtually all shows were up a bit last week and with the Shriners convention in town this semester, attendance may perk somewhat more.

"The Crucible" folded last Saturday night 411, reducing the list of current shows to 12 and the number of prospective summer spanners to 11. Two reopenings are due during August, and the lineup of new shows is listed to start early in September.

Estimates for Last Week

lineup of new shows is listed to start early in September.

Estimates for Last Week

Keys: C. (Comedy), D. (Drama), CD. (Comedy)-Traina), R. (Revie), MC. (Musical Comedy), MD. (Musical Drama), O. (Opera).

Other perenthetic designations refer, respectively, to top prices; momber of sears, capacity gross and stars. Price includes 20% amisement, far, but grosses are net; Le., exclusive of tax.

Can-Can, Shubert (10th wk) (MC-87.20; 1.36t; \$50,160). Capacity again, \$50,800.

Crucible, Beck (25th wk) (D-\$4.80; 1.214; \$28,000). Nearly \$12.400 on twofers (previous week, \$6,700); closed last Safurday night (11) after 197 performances, having recouped about half its \$75,000 investment; will tour in the fall.

Dial M for Murder, Plymouth (37th wk) (D-\$4.80; 1.062; \$29,815) (Maurice Evans). Over \$18,000

(previous week, \$15,900).

Fifth Season, Cort (25th wk) (C-\$4.80; 1.056; \$25,277). (Menasha

previous week, \$10,900).

Fifth Season, Cort (25th wk) (C-\$4.80; 1,056; \$25,277). (Menasha Skulinik, Richard Whorf). Under \$21,700 previous week, \$19,600!, King and I. St. James (120th kk) MD-\$7,20; 1,571; \$51,717) (Yuf Brynner, Nearly \$34,100 previous week, \$30,300).

Ma and Juliel Malinelli (7th wh)

Ous. week, \$50,300.

Me and Juliet, Majestic (7th.wk) (MC-\$7.20; 1,510; \$58,000). Over \$58,000 (previous week, \$50,300.

My 3 Angels, Morocco (18th.wk) (C-\$4.80; 935; \$24,252). Almost \$12,400 (previous week, \$10,900.)

\$12.400 iprevious week, \$10,900.)
Pienie, Music Box (20th wk) (CD\$6-\$4.80; 997; \$27,534). Nearly
\$24,700 iprevious week, \$24,400).
Porgy and Bess, Ziegfeld (18th
wk) (O-\$60; 1,628; \$48,244). Over
\$20,100 excluding tax (previous
week, \$20,300).
Seven Year Itch, Fulton (34th
wk) (C-\$6-\$4.50; 1,063; \$24,400).
Almost \$24,600; (previous week)
\$24,200.

wk) (C-\$6-\$4.80; 1.003; \$24.900. Almost \$24.600 previous, week, \$24.200. South Pacific, Broadway (216th wk) (MC-\$6-\$4.80; 1.000; \$44.000) (Marthic Wright, George Britton). Over \$27.900 previous week, \$26.600. Wish. You Were Here, Imperial (55th wk) (MC-\$7.20; 1.400; \$52.080). Nearly \$32.000 previous week, \$26.600. Wonderful Town, Winter Garden (20th wk) (MC-\$7.20; 1.510; \$54.173) (Rosalind Russell). Sellout again at almost \$55,200.

'Joey' \$23,800, 'Faces' 22G, Chi

Chicago, July 14.

Over 25,000 Lions noisemaking here last week did little to help the sagging Loop legit, although conventioneers chiefly account for the slight upbeat at the wickets.

Estimates for Last Week

Estimates for Last Week

Maid in the Ozarks, Selwyn (10th
wk) (\$4.20; 1.000). Makhng a profit
via twofers at \$9,000.

New Faces, Great Northern (11th
wk) (\$5.00; 1.600). Picked up
slightly to over \$22,000.

Pal Joey, Shubert (\$5.00; 2.100)
(7th wk) (Harold Lang). Over \$23,800

Blossom' 57G, St. Louis

St. Louis, July 14. issom Time" wound up night frame at the Al Fresc

Plays Abroad

The Moon Is Blu

Jack Hylton (by arrangement with association with Julius Fleischmunn) presentation of comedy in three acts property Hugh Herbert, Stars Diana Jacks Herbert, Stars Diana Jacks Herbert, Stars Diana Jacks Herbert, Stars Diana Jacks Herbert, Julius Fleischmunn presentation of comedy in three acts per Hugh Herbert, Julius
7a 53; \$2,20 top.
Palty O'Nell.
Donald G tham Biff McGuire
David Shirer Robert Fleming
Michael O'Nell Harry Fine

Michael O'Nell Harry Fine

"The Moon Is Blue" is the second
Broadway importation within a few
weeks which deals almost exclusively with sex. The first, "The
Seven Year Itch," is now settling
down for a healthy, profitable run
and there is no apparent reason,
apart from the current boxoffice
recession, why this one should not
do the same.
With its small cast of only four
players, and two inexpensive sets,
overhead for "Moon" is limited,
and there should be little problem
in the production returning its
initial investment in a reasonably
short time.

in the production returning its initial investment in a reasonably short time.

For the London edition, F. Hugh Herbert has directed his own play, and with two of the three principals having been brought over from Broadway, it presumably adheres very closely to the original staged in New York more than two years ago. The play has been advoily presented, and the solitary femine role is delightfully filled by Diana Lynn but the subject matter nears the point of monotony towards the end of the third act, although the situation is saved by some of the author's sparkling dialog. British audiences don't take to uprelieved sex with the same enthusiasm as their counterparts in America.

Apart from the scintillating performance by Miss Lynn as the naive "professional virgin," there is a solid, reflable acting job by Biff McGuire, as the young architect whose first encounter with the girl on the roof of the Empire State Bidg, is followed by two acts played in his apartment. Robert Flemyng is slightly miscast as the rake in the apartment upstairs, and Harry Fine, is barely adequate as the girl's puritanical father.

Myro.

is barely adequate as the puritanical father.

As Long as They're

Limit & Burles (by arrangement with the Buchanan) presentation of councily three class by Versian Strains (classification of councily three classification) of councily three classification (council) by Strains (classification) of the Charles (classificat

OBILO COPI.	
Gwendoline	Susan Lyall-Grant
Linda	Virginia Hewett
Patricla	Sally Cooper
Stella Bentley	Dörölny, Dickson
John Bentley	Jack Buchanan
Bobby Denver	David Hittcheson
Hermann Schneider .	Frederick Berger
Michael Kenley	. Stephen Hancock
Peter Pember	Nigel Green
Pearl	Madi Hedd
Corinne	Jean Burgess
Barnaby	John Boyd Brent
la page de la parte de la la <u>carde</u>	<u></u>

Combination of Jack Buchanan and Vernon Sylvaine should insure a healthy life for this fare, although it rarely reaches the standard of some of the author's earlier hits. There could be substantial doctoring of the first two acts to speed the action.

The play hardly follows the accepted standards of farce in that there is little or no attempt to develop a riotous and mounting tempo; instead, it moves steadily from situation to situation with a degree of resourcefulness. Much of the incident is contrived, but the basic premise of the plot has its measure of originality.

Exploiting a topical novelty, the play sets out to describe the impact of a wailing warbler on a British household. The head of the family is a staid stockbroker, played by Buchanan. Dorothy Dickson is his second wife, who indulges in a mild flirfation, and Susan Lyall-Grant is their teenage daughter, who threat-

ens suicide when the singer turns her down flat. There is also an existentialist daughter and son-in-law and a typical comic mald who swoons and faints whenever the crooner appears on the scene.

Of the more obvious angles of development, the best is Buchanan's takeoff of the warbler. On opening night this held up the show for several minutes, Role of the singer is played with robust good humor by David Hutcheson, and his vocal interpolations carry a comedy twist. Acting is just about adequate; there is little of the Buchanan sparkle and not a great measure of apparent enthusiasm from other members of the cast. Roy Rich has directed the play along conventional lines.

12th Annual Al Fresco For N. H. 'Old Homestead

Swanz y, N. H., July 14. The 12th annual full-of-the-moon The 12th annual tun-of-ine-moun presentation of Denman Thompson's "The Old Homestead" will be staged in Potash Bowl, July 24-26, As usual, the scenes and characters recall the neighbors and

ters recall the neighbors and friends of the praywright-actor in his home town of Swanzey in 1886, with their portrayal by a strictly docal cast.

The production, featuring Willard Thompson as Uncle Josh and Walter Hanrahan as Cy Prime, attracts more than 3,000 persons to ten outdoor theatre each summer. Potash Bowl is located near Denman Thompson's own "old homestead" here.

Strawhat Tryouts

(July 13-26)

America, by T. C. Upham—Cape May (N.J.) Summer Theatre (21-25). Angry Apes, by Henry Ridgely— White Barn Theatre, Irwin, Pa. (20-25).

Dark Finale, by J. A. S. Coppard Yardley (Pa.) Summer Theatre

(21-25).
Indoor Sport, by Jack Barker Perry-Merry-Go-Round Theatre, Sturbridge, Mass. (21-26).
Make Momma Happy, by George Baxt, with Molly Picon-Monticello Playhouse, Kiamesha Lake, N.Y. (21-26).
One Thing After Another—Casino Theatre, Newport, R. I. (13-18). (Reviewed in Variety, July 1, 531).

Remember Me, by Elaine Carrington — Ivy Tower Playhouse, Spring Lake, N.J. (20-25).
Ragoona, by Regland Goode—Goode Theatre, Clinton Hollow, N. Y. (15-19)

Rip Van Winkle, by Morton Da Costa and Edwin McArthur—St. Louis (Mo.) Municipal Opera (13-18) (Reviewed in Vaniery this week).

week).

Second Fiddle, by Mary Drayton, with Betty Field—Pocono Playhouse, Mountainhome, Pa. (13-18) Reviewed in Variety June 24, '53).

NOUSE, MOUNTAINHOME PA. (13-18)IREVIEWED IN VARIETY JUNE 24, '53).
Sight Unseen, by Rosemary Foster and Warner Law-Valley Players Theatre, Holyoke, Mass. (13-18).
(Previous tryout reviewed in Vaniety June 27, '51).
Strange Sanctuary, by Holloway Branch, Reginald Goode Theatre, Clinton Hollow, N.Y. (22-26).
Strike a Match, by Robert Smith, with June Havoc-Cape Playhouse, Dennis, Mass. (20-25) (Previous Tryout reviewed in Vaniety Aug. 27, '52).
Too Much Amphitryon, by George Ross — Putnam County Playhouse, Mahopac, N.Y. (14-18, 20-24).
What About Maisie?, by Marv

20-24).

What About Maisie?, by Mary and Francis R. Bellamy, with Claudia Morgan and Beatrice Pearson—Westport (Conn.) Country Playhouse (13-18) (Reviewed in Variety this week).

ST. MARTIN'S THEATRE LONDON

Available for Productions

Enquiries to: J. M. COOK, St. Martin's Theatre. West Street, London, W.C. 2

Birmingham Barns

Birmingham, July 14.

Birmingham, July 14.

Two summer strawhats are operating in this area; one is air-conditioned, the other is ocean-cooled. Pelican Playhouse, at Panama City Beach, Fla., is in its third season at its arena theatre in a converted danchall-roller rinknext to the pier. Local backers put up \$2,000 to get producer-director John Aldrich Newfield to return. Dr. Marian Gallaway's U. of Alabama Players at Tuscaloosa have an air-conditioned arena theatre in Morgan Hall of the university.

Catholic Rave

Continued from page 2 =

cesan weekly, the opening sentences of which read: "'The Moon Is Blue' when reflected in the gut-F. Hugh Herbert therefore aptly titled his stageplay which, in collaboration with Otto Prem-inger, he now offers as a movie. Its theme is seduction."

It is believed to the first time the local diocesan publication had turned fire on strawhats, and certainly the initial instance in which it had done so in Column one, Page one. Two weeks before, The Evangelist ran a leading editorial criticizing United Artists for producing "The Moon is Blue" and suggesting caution by "neighborhood theatres" in booking it, lest Legion of Decency supporters "altogether stay away." It is believed to the first time

Hecklers

Continued from page 1;

deliberate anti-American gesture.
Anyway, Bryant and Hobbs have had their day, Manager' director Val Parnell has barred them for all time at the Palladium and there appears to be little doubt that other managements (particularly those with either American shows or American performers) will follow suit.

Duo's Airport Antics

Paris, July 14.

After their boff Palladium stand in London and the Empire in Scotland, Dean Martin & Jerry Lewis and retinue were here for a six-day swing of the air force bases. Pair bowed at the Orly Air Base last week (7) to SRO. About 1,500 Gls and families turned out for the stint done on a field stage thrown up in the post's bail park. No seats were put down but most of the crowd stood, climbed to the roofs of the Quonset huts or prudently brought their own stools. In spite of the primitive staging conditions and lighting, the M&L brash routines made many a yock roll across the air field.

M&L play Laon, Fontainbleau, After their boff Palladium stand

M&I. play Laon. Fontainbleau, Orleans and Suresnes in a series of air hops to give the Continent-bound GIs a look at the pair.

The comics stated that they would not make their next pic in Paris as had been announced. They feel that their various stintings stateside would not allow them the time for making a pic under for-eign conditions. If their next film has a Paris locale it will still be made in Hollywood. Duo returns to the States for an August date at the Paramount, N.Y.

Legit Shows Abroad LONDON

(Week ending July 1)

(Week ending July 1)

(Week ending July 1)

Affairs of State. Cambridge (8-21).

Affairs of State. Cambridge (8-21).

Afris Shoestring. Royal Ct. (22).

Applecart, Haymarket (5-7).

Applecart, Haymarket (5-7).

Applecart, Haymarket (5-7).

Bad Samaritan, Criticition (6-24).

Bad Samaritan, Criticition (6-24).

Bescapade. Strand. (1-20).

For Better Worse, Contody (12-17-52).

Glorious Days, Palace (2-28).

Goys and Dolls, Colliseum (5-28).

Henry V. Westminster (7-9).

Henry V. Westminster (7-9).

High Splits, Hipp, (5-21).

Living Room, Wyndham's (16).

Love From Judy, Saville (9-25).

Macbeth, Royal Exchange (7-1).

Moon Is Blue, Duke York (7-7).

Mousetrap, Ambas. (1-25).

Over the Moon. Casine (5-7).

Paint Wagon, Hor Majesty's (2-11).

Amousetrap, Ambas. (1-25).

Private Life of Helon, Caline (6-11).

Ring Out Bells, Vic. Pal. (11-12).

Saven Year Itch, Aldwych (5-14).

Two Bouquets, Piccadilly (5-12).

Two Bouquets, Piccadilly (5-12).

SCHEDULED OPENINGS (Figures denote premiere d

Menry VI, Old Vic (7-13). Man With Tastos, Vaude (7-23). Toblas and Angel, Arts (7-22).

Barnyard Slogans

Continued from page 1

stance, where the actors work for Equity minimum, the stars stay at the swank hostelry and run up expenses of \$500 a week for the date. In others, however, the stars are treated like crowned heads, and even though they frequently give strange performances and level complex them they are heading. play comics when they are heavies and ingenues when they are past 40, everyone regards their six-day presence in the backwoods as the biggest thing since the shore din-

Unmasked Piracy?

ner.

Unmasked Piracy?

The summer stock managers have an association, but they have failed utterly to agree among themselves as to what course of action to take to remedy the increasing trend toward unmasked piracy by stars.

They talk of abolishing stars, and operating with resident companies, but that would be about the same thing as Saratoga trying to do business without the track, or the Swiss Alps continuing without snow. The star has become the frosting on the cake. The leing, if you will, and, for that matter, what's wrong with calling the old hot barn the summer icehouse?

house?

Various managers have talked along the lines of establishing the summer circuit as an extension of the road and making the barntheatres the equivalent of road theatres—as to terms and percentages. centages.

If they did this, then they would If they did this, then they would be in a position to take their house cut off the top, and, with suitable guarantees demanded, insure themselves of a profitable summer without taking the incalculable risks they presently endure. The great comedian, wants to play "Hamlet" for 10 weeks? Fine. He produces a first-class company, rehearsing under full Equity conditions, has a few May weeks for tryout and then launches his package, suffering a loss if he produces a lemon and a gain if he produces a litter.

a lemon and a gain if he produces a hit.

Why should the summer theatre operators be required to take the entire risk? Because they are supposed to be non-professionals? Because they operate "barns," not theatres, and exist in an atmosphere of the 'cultivated quaint, instead of a real atmosphere of theatre? That's old-hat.

Paul Green

Continued from page 57 an outdoor drama for that region

an outdoor drama for that region which he has been asked to write. This will be produced in 1955. Author, who won the Pulitzer Prize for 1926-27 with "In Abraham's Bosom," has also been huddling on the Coast with Harold Arlen in preliminary discussions about a folk opera version of the John Henry legend, tentatively slated for production a year hence by Blevins Davis and Robert Breen. by Bl Breen.

Here at his North Carolina home

Breen.

Here at his North Carolina home he has recently completed and turned in to his New York publishers, Samuel French, for fall publication, a book of essays and short pieces dealing with citizenship and the theatre, entitled "Dramatic Heritage."

In collaboration with Josephina Niggli, of Chapel Hill, Green is working on a play of old Spanish days to be produced in Santa Barbara, Cal. in August.

—Playwright has plans and commitments for at least two more symphonic dramas next year. One is at Plymouth, Mass., and the other at St. Simon's, Island, Ga. The first will tell the story of the Pilgrims, and the second the life of James Oglethorpe in his first settlements in Georgia. Kermit Hunter, who wrote the Lincoln pageant in Hilinois and the Boone and Cherokee pageants in this state, will also collaborate with Green on the Georgia play. This is to be named "Shepherd of the Isles." the Georgia play. This is to be named "Shepherd of the Isles."

Cherokee Tribal Drama **Returns in Improved** State for 4th Season

Cherokee, N. C., July 14.

Cherokee, N. C., July 14.

Fourth summer-long season of "Unto These Hills," Cherokee Indian tribal ritual drama, has been successfully launched at Mountainside Theatre, Cherokee, N. C.

The Kermit Hunter drama of the tragic effort of the Cherokee to find peace with the white man shows no marked difference from the presentations of previous years. But a few, almost imperceptible changes again improve the play.

Chief among the changes is a playing down of the part of Tsulithe martyr, and a strengthening of the role of Junaluska. The new characterization of Tsali, portrayed by William Christern, is more inkeeping with historical fact, with Tsali as a plain, not-so-colorful Indian farmer who almost stumbled into martyrdom so that some of his people might remain in their beloved mountains and escape the forced march to Okhahoma.

Moving clearly through the drama now as the dominant character is Junaluska. Fred C. Forman gives power and depth to his portrayal of the Indian leader who had to cope with the white man at his worst.

And there is now no longer any question that the Cherokee himself is having an active part in telling

And there is now no longer any question that the Cherokee himself is having an active part in telling the story of his people. Almost half the cast is now composed of Cherokee Indians. Seven Cherokee Indians. Seven Cherokee have major roles. Richard Crowe, a full-blooded Cherokee, plays the warrior Tecumseh with conviction.

The father-and-son team of Jeff Thompson and the Rev. Arsene

The father and son team of Jeff. Thompson and the Rev. Arsene Thompson, as White Path and the Rev. Elias Boudinot respectively, are now veterans in the roles. Other major roles played by Indians include Sam Owle and Cain Saunooke as early Cherokees chiefs. Pater Rigment, a new comer.

chiefs: Patsy Bigmeat

chiefs; Patsy Bigmeat, a newcomer, as Nundaycli, and Kaiser Wilnoty as Suyeta.

W. P. Covington, Jr., returning after a year's absence to play the Rev. Mr. Schermerhorn, makes a thorough rascal—and less of a buffoon—out of the Government agent's role.

The Eagle Dance—a colorful photographer's delight— has been

tographer's delight — has been wisely stripped of some of its Broadway dance theatries; and added in the background is a choral chant in the Cherokee language, The chant, by Jack Frederick Kilpatrick, who composed other "Un-to These Hills" and who is a Cher-okee, tells the story of a victory portrayed by the dancers. Hard.

Markova to Guest At Jacob's Pillow Fest

Jacob's Pillow Fest
Lee, Mass, July J.
British ballerina Alicia Mækova
will head the fourth-week bill at.
Jacob's Pillow Dance Festival here
next week (23-25); and offer a
new work, "Bolero 1830."
On the same program, scheduled
for five performances, Hyra Kinch
will be seen in a group of modern
solos, and La Meri and Di Falco
will dance the premiere of a clavsic "Serenata," with music by
Granados. sic "Sere Granados.

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Mgt.; BILL MITTLER, 1619 Broadway, New York

Literati

Occar Hammerstein I Bior Ogear Hammerstein I Blog
Vincent Sheean signed a contract with Simon & Schuster for
the first full-length biography of
opera impresario Oscar Hammerstein I, to be delivered in six
months, and published during 1954.
Sheean will get assists in research from both son Arthur Hammerstein and grandson Oscar Hammerstein 2d, legit producer.

Jap Lewd Book Raids

Tokyo metropolitan police have shut off the flow of 14 different pornographic books by raiding seven bookstores recently and seizing 918 copies of the sizzling sagas which have become a standard item of purchase by many topists.

Though there is no law in Japan Though there is no law in Japan banning such sale of foreign-language obscene literature, police said the raid was carried out in view of adverse effect upon foreign visitors. They said the books had been printed in Tokyo and Kobe and bore no publisher's imprint. They were selling at \$2.77 to \$4 16 her volume. print. They were sell to \$4.16 per volume.

John Keating's 'Cues'

John Keating's 'Cues'

John Keating, editor and drama eritic of Cue magazine, preemed his own TV program over WOR, N. Y., on Monday (13). It's a five-minuter cross-the-board at 6:55 p.m. Titled "Cues For Tonight," show consists of gab about happenings around town in the show biz field, with critical comment on new plays, films, nightclub openings, etc.

Keating's only previous TV experience has been as guest on interview programs.

Condensed 'Home'

A condensed 'Home'
A condensation of Polly Adler's
bestseller, "A House Is Not A
Home," will be featured in the
August issue of True magazine,
with color illustrations by Tom
Lovell,

Book is now in its sixth printing, and has sold 70,000 copies since Rinehart published it only a little more than a month ago.

Ned Pines' Newest

Ned Pines' Newest

Ned Pines will come out in September with a new romance-confession mag, True Life Stories, to be edited by Florence Schetty, formerly with Ideal Publications.

New mag will fatten out the Pines' Women Group, Screenland and Silver Screen, which Pines acquired eight months ago from Fred Henry Publications.

Fred Hillebrand's OK Book
Fred Hillebrand's "Burnt Cork
& Melody" (Edward B. Marks Music Corp; \$1) has every ingredient
for a successful minstrel show. It's
a complete minstrel show with old
and new jokes, old and new minstrel songs complete with lyrics
and piano parts, and special lyrics
and music by Fred Hillebrand &
Vera Michelena. Their "Theatre In
The Sky" and "It's a Great Country
Over Here," are especially surefire
for any show. over Here," are especially surefire or any show.

This is a must book for anyone

It is a fine took for anyoning putting on a minstrel show to fatten the church or club treasury. Hillebrand's book makes it easier to put one on than a bikini.

Joe Laurie, Jr.

A printed version of Dorsey Connors' WNBQ. Chicago, television show is scheduled for publication by Popular Mechanics Press Det. 15. The 256-page book, featuring hints on making useful hints from discarded objects; itled "Dorsey Connors' Book: ladgets Galore," and will sell for 2.95. Conno

Robert Barker is the illustrator.

Circus Parade

The circus parade, one of America's vanished but still best-loved institutions, is spotlighted in a fine history picture book, "Circus Parades," by Charles P. Fox (Century House; S10).

Properly introduced by Henry Ringling North, who recalls with nostalgia the last parade he witnessed in 1935, this volume is the loving work of a Milwaukee business man whose predilection for circuses fortunately is combined with a flair for photography. Many of the illustrations are examples of his own camera work. To these are added an uncommonly good collection of old parade stills and studies

together, and an informative cata-log of parade rules. Especially in-teresting are passages devoted to craftsmen who built the lumbering. ornate parade v sunburst wheels. wagons with their

indurst wheels. Fittingly, this printed procession like the genuine article, is tagged with the calliope. Probably no-where else is the brass-throated where else is the pressure tharbinger of fanbark joy treated with greater affection and definition. Fox's book is certain to please the roung in spirit in and out of the young in spirit in and out the show world. Down.

Ohio Press Pflotog Aid
Press photographers may get added protection from a bill recently introduced in the Ohio Legislature by Sen. Joseph A. Bartunek of Cleveland. The measure would punish physical attacks against news photogs, reporters, radio and tele newsmen and cameramen with fines up to \$1,000 and a year's imprisonment.

A lensman recently was beat up in a Columbus picket line and his attacker was meted only a \$25 fine and 10 days in jail. Ohio Newspaper Photographers Assn. is backing the bill to the hilt.

Lengel's Anti-Censor Drive
William C. Lengel, editor-inchief of Gold Medal Books, Fawcett
Publications' paperback subsid, will
spearhead the drive against book
censorship with a series of speeches
this summer before literary and
scholastic groups. First will be
"Literary Censorship—By Default,"
which he will deliver before the
three-day seminar of the American
International College in Springfield Mass., July 21 on "Freedom
in This Frightened World."
Lengel, former magazine editor
(Cosmopolitan, Liberty, Today's
Woman), repped Fawcett at Congressional hearings of the Gathings
Committee and has been collating
material on police and church
groups that have led the censorship forces.

CHATTER

Lou Berg in Hollywood to interview thesps for This Week mag.
Prunella Hall in Hollywood to round up film tidings for the Boston Post.
Bob Vose added to Look mag's Coast lensing staff to increase its Hollywood coverage.
Roland Gammon, associate ed of See mag, to Hollywood this week to line up Coast articles and photos.

to line up Coast articles and photos.
Macfadden Publications appointed Richard G. Cruise Southern California ad manager for all its mags.

Jeanne Melton, of Metro's story department, sold her yarn, "The Night My Father Came Home," to Satevenost

Night My Father Came Home," to Satevepost.
Richard G. Hubler has sold an article titled "How To Break In A Father" (on bringing up of his two boys) to the Satevepost.
Hoosier State Press Assn. has elected Roy R. Williams, owner and publisher of the Garrett (Ind.) Clipper, as president. Group represents. 230 daily and weekly papers.

papers.
Simon & Shuster fall list to in-Simon & Shuster fall list to include "Cavaleade of Comedies," edited by Louis Kronenberger; "Noel Coward Song Book"; "Bring on the Girls," by P. G. Wodchouse and Guy Bolton; "A Treasury of Hymns," edited by Maria Leiper and Henry W. Simon; "Esquire Treasury," and "Herman Hickman's Scrap Book."

Affred A. Knopf plans issuing a series of short biographies. Earliest titles will include "Gandhi" by Vincent Sheean, "Benjamin Franklin" by Odell Shepard, "Henry Ford" by Roger Burlingame.

vincent Sheean, "Benjamin Frank-lin" by Odell Shepard, "Henry Ford" by Roger Burlingame, "Alexander Hamilton" by Louis Hacker and "Hans Christian An-dersen" by Rumer Godden. First volumes will appear in the fall of 1954.

French Tourist Biz

= Continued from page 2 =

in, due to the fine shows this year,

in, due to the fine shows this year, as are some offbeat spots such as the Rose Rouge and Quatres Saisons. Other boites, such as the Pigalle fleshpots, are getting the bus trade, which is lucrative due to its turnover.

Adage that French may be pricing themselves out of the tourist business has come home to roost here, and the Bureau de Tourism is trying to get back into tourist graces, for there is a need for that hard cash. However, in spite of the difficulties, Paris is still getting the lion's share of the look-seeing and, if they get their economics

spot of them all. Old standby tour-ist draws such as the Folies Ber-gere, Casino de Paris, Bal Tabarin and the famed restaurants, fiddle boites and haute couture spots do not seem to be worrying about any of the falling off of tourists, for they are operating to capacity now

Mex Tourist Hypo

Mexico City, July 7.

A specially-selected Mexican documentary newsreel slanted to Americans, and a financing bank. are the latest means adopted are the latest means adopted to hypo U.S. tourist trade. The news-reel is being readied by Romulo O'Farrill and Guillermo Vela, top men of local radio-TV station XEX, It will be radio-televised by that station and eight others along the U.S. border. Venture is non-commercial, presenters counting commercial, presenters

upon increased tourist biz to ulti-mately compensate them.

The bank plan is sponsored by Gustavo Ortiz Hernan, new chief of the government's tourist de-partment. He contends that tour-ism can only be stimulated and maintained as a No. 1 industry by a regular bank that will properly finance it. The bank will be pro-rata capitalized by the government and such interests as are directly concerned with tourism, like trans-portation companies, hotels and portation companies, hotels restaurants. More coin for licity drives in the U.S. an hotels and rope will be provided by the bank

'Harmful Pic'

Continued from page 1 =

and it is imposed in a manner dif-ferent from general taxes upon ferent from general taxes upon property or income, it clearly con-stitutes a form of prior restraint. It violates the constitutional guar-antees of freedom of speech and press under the First Amendment to the Federal Constitution, and violates the equal protection and due process clauses of the Four-teenth Amendment thereto." On another bount, Harlor asked the Supreme Court the meaning of "harmful." He declared: "The

of "harmful." He declared: "The censors rejected the picture M upon the grounds that it is harm-ful." What is that which is harmful. What is that which is harmful? It is only that which an administrative agent of the state says is harmful.

"What is harmful to one may be

harmless to another. Here, in-deed, is the censors adrift upon the boundless sea.

the boundless sea."
"The vesting of such power, to be applied to testing the content of the motion picture expression, without explicit guides, with the resulting unpredictable, shifting system of standards is prohibited by the Constitution of the U.S."

Johnston Vetoes

Continued from page 4;

field generally, is primarily concerned with the protection of European interests, which brings it into conflict with Hollywood Group is headed by Dr. Renato Gualino of Haly.

While the cost of MPAA participation in the federation comes to no more than about \$2,500 annually and is paid in live, it's pointed

no more than about \$2,500 annually, and is paid in liva, it's pointed out that MPAA may not find it too easy to quit without a loss in presige. Johnston is said to feel that it was a mistake to Join in the first place, but that now, since MPAA is a member, it's better to make a stand and fight.

Obituaries

= Continued from page 63 =

home in Laguna Beach, Cal. She was married to Hayward Ginn of Actors Equity and had been in retirement since 1940. A sister

Paul Ringwald, 66, veteran agehand of the RKO Missouri heatre, Kansas City, died of a eart attack July 11 at his K. C. stagehand Theatre.

Frank Collins, 56, vet music man and father of Lester Collins, E. B. Marks Music contactman, died in New York July 3.

Father, 83, of Guy Fowler and father-in-law of Don McElwaine, screen publicists, died July 3 in Hollywood.

Mother, 81, of music publisher Elmore White, died July 7 in Brooklyn.

SCULLY'S SCRAPBOOK

By Frank Scully

Superior, Wis.

Conservative producers, that is so say those who haven't been off a payroll in 20 years, tell me there's still a big gamble in pictures. And if I yawn on hearing it seemingly more often now than when the industry was in its infancy, it is because I know Hollywood supports at least three tacetracks between Del Mar and Santa Anita to satisfy its gambling hunger. People whose daily lives are an exciting gamble tunne, for instance look down like Olympians on more mundane creatures who need \$2 windows, slot machines, crap games and roulette wheels to add risk to the deadened security of their daily lives. These are like exciters to worn-out dynamos and when I feel the need of them, too I'll know I'm old.

It's a matter of record tuly tax bills) that only once did I gamble after reaching the age of reason. That was at Juan Les Pins in 1928. I walked in the casino with half a dozen friends one Sunday afternoon, only to find that a five frame tap had been introduced for Sundays; I was told I could go in on a press pass, but I would have to pay for the others.

I was told I could go in on a press pass, but I would have to pay for the others.

I paid and, energed, walked over to a gaming table. In a matter of minutes I had won back the cover charge. As there was a moral indignation behind my gamble I didn't let it become transposed into greed. The moment I felt indignation giving way to elution, I picked up my chips, cashed them and joined my friends. We had gong there to swim, dine and dance, not to gamble, and when it was obvious that Frank Gould the owned the casino) and I were even-Stephen. I went

Frank Gould the owned the casino) and I were even Stephen. I went back to enjoying myself the way I had planned to do in the first place. That was the only time I gambled. Since then I became a father of five and a freelance writer, which is gamble enough in any book. But those on annual salaries need some sort of speculation or their lives become as drab as groundhogs. I have watched how a competitor of the picture biz for a piece of the entertainment dollar has injected this speculative factor into all phases of its industry. That is prefessional baseball. They have even included baseball writers in the risk.

risk.

Like show biz, baseball has a trade paper. It is a solid enterprise called The Sporting News. Its editor is J. G. Taylor Spink and he has managed to lend an air of touch-and-go to what is, after all, as stabilized an American institution as the Statue of Liberty.

Each spring he rounds up 16 experts from as many major league cities and pays them for a prognosis as where they think the team assigned to them will finish by the time the World Scries becomes front page news. They indulge in no iffy summations, and the gamble comes from watching whether they are coming out as prophets or duds.

comes from watching whether they are coming out as prophets or duds.

For example, Sam Levy of the Milwaukee Journal rated the Braves, who were transferred from Boston to Beertown this year, as likely to move up two notches from last season, but no more. 'Can Buk hiffth,' he decreed.

Every time he passes the press box these days I suspect Charlie Grimm gives him a brewer's version of the Bronx cheer. If he laughs it off, Levy deserves a 21 gun salute for bravery under ire. It's all pour le sport, and I doubt if Levy will be barred from the ball park for having failed to see above his own head last spring. Because of tips like this, Spink foreast an all-New York World Series. As midseason nears, it doesn't look as if he will be more than 50% right, which of course is not a passing grade even in kindergartens.

I often thought it might add excitement and possibly help at the boxoffice if the product of the major studios were similarly evaluated before their product was released. If producers folt they were in a pennant race, they might feel less need for the vicarious excitement that racetracks and gambling palaces offer.

The chief difficulty would be to condition major producers into accepting the airing of any opinion by outsiders, as to how they are likely to finish at the end of the fiscal year. There would in all probability be screams of favoritism, threats of withdrawing advertising and the barring of critics from the lots. But if basebal writers have overcome these veiled economic boycotts, but if see a complete loss of a livelihood for critics who might fry their hand at forecasting. Of course, the picture biz does have prophets, but these are people with a vested interest in the product. They are invariably bullish about their own unreleased pictures. I refer, of course, to producers, publicity directors and advertising managers.

What I have in mind is not producers pitching for their own product,

about their own unreleased pictures. I refer, of course, to producers, publicity directors and advertising managers.

What I have in mind is not producers pitching for their own product, but a team of experts from various cities with no vested interest in the studio they are appraising. This would mean that some of them might have to self their 10 shares of Par stock and buy General Motors, but this would hardly prove a hardship at the present market value of these two commodities.

Model II Coming Tp

of these two commodities.

Model II Coming Up

For instance, Hedda Hopper might be assigned to appraise the foirthcoming Metro-Goldwyn-Mannix product. She would have to appraise,
for purposes of brevity and convenience, only four factors, stories,
stars, directors and producers This brevity would no doubt, bring
automatic beefs from all hired hands below the rank of directors,
essential people like cameramen, musical directors, set designers,
stylists and so forth, but it could be explained that their personal
contributions were crowded out for lack of space.

Perhaps the Hopper-Hooper would run something like this:
STORIES: "Kiss Me Kate," "Knights of the Round Table," "Rhapsody" and "The Long, Long Trailer" look like this-company's 1953
winners. "Kate" and "Table" have been around since the Middle
Ages and simply can't flop.
STARS: Company still has Clark Gable. Gene Kelly, Kathryn Grayson; Howard Keel, Robert Taylor, Ava Gardner, Lana Turner, Pier
Angell, Elizabeth Taylor and Louis Calhern tmost of them stalwart
Republicans), but their big money pair will be added starters, namely
Lucille, Ball and Desi Arnaz, backed by Marjorie Main, the slugger
who reminds one of the Yanks' old Murderers Row. Gable's bair may
be going back on him, but look how Crosby gets by will practically
none. Kelly's legs may be buckling, but at least they are prettier than
Fred Astaire's and look what pin money is still in his pins.

DIRECTORS: Culver City team has slipped here of late, but they
still have LeRoy, Sidney, Brooks, Thorpe, Vidor and Minnelli, which
is a lot for any lot.

PRODUCERS: Pasternak. Berman, Weingarten and Cummings rice

Terroy, Sidney, Brooks, Thorpey, Leroy, Sidney, Brooks, Thorpey, CERS: Pasternak, Berman, Weingarten and Cummings (CERS: Pasternak, Berman, Weingarten and Cummings), CERS: Pasternak, Berman, Weingarten and Cummings (CERS: Pasternak, Berman, Weingarten and Cummings), CERS: Pasternak, Berman, Weingarten and Cummings, CERS: Pasternak, Berman, CERS: Pasternak, Berman, CERS: Pasternak, CERS: Past

is a lot for any lot.

PRODUCERS: Pasternak. Berman. Weingarten and Cummings give Dore Schary a dependable cluster of Ulcer Men. They can be depended upon to bat 300 for the seaton, provided Schary takes a long life abroad and doesn't bring down their average by invisting, like Zanuck of 20th, on producing a message picture himself.

It would be difficult to assign Lodella Parrons to appraise any studio's product as her interest is more in who's divorcing whom that in who's making what and how it will fare at the boxoffice. The same might be true of Harrison Carroll, Skinny Johnson and Sheilah Graham. But Sid Skolsky might be persuaded to take on Columbia. Jinimy Starr, Edwin Shallert, Jinimy Fidler and Howard McClay could be trusted to hew to the line and let the quips fall where they may when appraising 20th-Fox, Warners, U-I, RKO Radio and Paramount. As for Allied Artists, Republic and the independents, these, I'm afraid, would have to be left to some stalwarts like Tom Pryor of The N. V. Times and Joe Hyams of The N. V. Herald Tribune.

nd Joe Hyams of The N. V. Herald Tribunc:
serhaps it would be better to turn the whole project over to
we York, Chicago, Boston, San Francisco, Philadelphia, WashHouston and St. Louis critics. Being some distance from Holimes and Joe Hyams of The N. Y. Herald But perhaps it would be better to turn American town.

American town.

There is a detailed account of the manner in which parades were put their international rep as the most

Broadway

U-I's Cy and Jessica Landau to Bermuda for a three-week vuca-

Bermuda for a three-week vacation.

Milton and Esther Grossman, hack from Europe, returned to Hollywood.

Warren Stevens in from the Coast to fulfill TV commitments and vacation.

Alan Ladd in on the Queen Elizabeth yesterday (Tues,) after 10 months of film-making in. Europe, Claude Dauphin in from Paris (13) to start rehearsals for "Studio One" TV; will leave for Hollywood early in August.

Impresario Sol Hurok will receive the Cross of the Legion of flonor from the Ferneh government at a luncheon in Paris today (Wed.).

Agent Charlie V. Yates last

(Wed.).
Agent Charlie V. Yates last week played his first golf match since his heart attack three years ago. He scored 82 on the Bayside courses.

course Scripter Tony Palmerie planes to Rome Friday (17) for chores on the Miguel Salkind-Marlon Gering upcoming overseas film, "Storm Over the Nile."

Over the Nile."

Arthur Krim, president of United Artists, and theatrical attorncy Charles Ballon, weekenguests of Jimmie and Blanca Stroock at Sea View, Fire Island. N. Y.

Stroock at Sea View, Fire Island. N. Y.
George E. Judd, manager of the Boston Symphony Orchestra and the Berkshire Festival, made a Chevalier in the Legion of Honor by the French government yesterday (Tues.), Bastille Day.
Europe-bound Erich Maria Remarque to Switzerland, attorney Harriet F. Pilpel to London, Amsterdam, Utrecht and Oslo; Paulette Goddard to Paris; Madeleine Carroll and her husband, Life-publisher Andrew Heiskell, to France and Spain.

Paris

Clark Gable motoring in from Morey Amsterdam arriving for

Morey Amsterdam arriving for holiday here. "Porbidden Games" playing the rounds here with English sublitles. Gaby Bruyere back here for a vacation before leaving for Hollywood commitments. James Barrie's "Peter Pan" and Shaw's "Saint Joan" into rep of Comedie-Francaise next season. Andre Roussin's new one, "Hushand, Wife and Death," to follow "Dial M for Murder" at Ambassadeurs.

band, Wife and Death," to follow "Dial M for Murder" at Ambassadeurs.
Richard Myers and F. Hugh Herbert huddling with Constance Colline over French adaptation of "Moon Is Blue."
Raymond Pellegrin into "Le Grand Jeu" ("The Big Game") which Robert Siodmak starts in Morocco in August.
Gilbert Miller inking Jeanne Moreau to repeat her performance in Paris legit click, "Dazzling Hour," in N. Y. production of play.
H. G. Clouzot stating that he would like to have his prizewinning, "The Wages of Fear," made into a wideserven copy for possible U. S. release.
Lex Barker will play opposite Sophie Desmarets in a forthcoming French plc to start here in August. "On Peche Encore Lee Dimanche" ("Fishing On Sunday").
Bill Marshall prepping production here of a Lou Dreslow screenplay, "The Big Shock," to star Micheline Presle, and either Kirk-Douglas or Ray Milland.
Georges Marchal and Roger Pigant into color, pic version of Sardou's "Theodora" to be shot in Italy. Ricardo Freda to direct with Maria Canale, Italo pic find in title role.

title role. Gaumont and Pathe merging on dathout and rathe merging on their pic house chains to form two new tandems next month. Big first run trio will be the Colises, Gaumont Palace and Marignan, and the second group will be the Marivaux, Berlitz, Madeleine and Biarritz, Houses will run French and Italo pix primarily.

Westport, Conn.

By Humphrey Doulens
Ben Boyar recovering from minor operation.
Oveta Cutly Hobby visiting the Gardiner Cowles,
Jessie Royce Landis weekending at the Raymond Masseys.
Mrs. William Anthony McGuire also here; Jitlo Melville Cooper.
Mary Hunter house guest of Lawrence Languer and Armina Marshall.

Stonehenge broadcast next Sunday (19).

(19). A second daughter, Kathy, for Kenneth and Peggy French Alexander. She's the stage and TV actress. Kay Francis, an infrequent visitor here, motored from Manhattan to catch Eva Gabor in "Sailor's Delight."

Philadelphia

Johnny Cahill, comedian, returned to the stage at Carroll's last week after a long hospital siege. Benny Stave, former partner in the Saxony, has been named manager of the Woodcrest Country Club in South Jersey.

Muana, dancing star at the Hawaiian Cottage in South Jersey for the last two years, left to spend two months in her native Hawaii. The Saxony closed last week for

port Circle in Camden also closed for the summer.

A new spot called the Bistro will open at the end of this month in the Normandie Hotel in West Philadelphia. It will have French atmosphere and will feature a "fabulous" Paristan buffet. Sid Weissman and George Brodsky will operate.

Rome

By Helen McGill Tubbs ing Rapper seeing Rome and

enice. Producer Evan Frankel looking

Producer Evan Frankel looking over pic production here.
The Tyrone Powers completed the purchase of an apartment here.
Earl Blackwell escorted Milly Considine to Caprl for a few days. Lew Kerner here for a few days on his way to Israel for a TV film there.

there. Rex Harrison, Lilll Palmer and Light two sons, vacationing in

their two sons, vacationing in Florence.

Ned Calmer leaves for New Delhi next week with Ted Church of CBS radio news.

George Salerno of UP and Cindy Ames Catrock American their

George Salerno of UP and Cindy Ames, actress, announced their engagement in Rome,
Bill Morrow, writer, producer of films and radio, stopped for a few days here on his way to Africa.
Capri, vacationers saddened at the death of Irving Netcher, who was a perennial visitor to the island.
The Fred Wakemans who have been touring Italy, will spend the summer in Capri. He will write a DeSica picture.

sunmer in Capri. He will write a DeSica picture. Mke Stern with wife and children back to Rome after several weeks in U. S. to bally his book, "No Innocence Abroad." Cornel Wilde and wife. Jean Wallace, planed in to Milan from London, where they will co-star in "Star of India." Raymond Stross is producer, with financing from both N. Y. and London.

Berlin

By Hans Hoehn

By Hans Hoehn
Reinhold Schuenzel writing script for "Oh, Romeo," tentative little of a CCC film.

M-G-M's German press office amounced 12 Metro stars will visit Germany in October.
Christel Schack, Berlin model and Miss Germany 1953, planed to U.S. to participate in Miss Universe contest at Long Beach.
"Don't Forget the Love" and "All Traces Lead to Berlin" are Germany's contributions to the forthcoming Locarno film festival.
20th-Fox approached W. Berlin's Mayor Ernst Reuter to speak Introducing words to "Man on Tightrope," to accompany pie on its U.S. release. Reuter accepted.

Ireland

By Maxwell Sweeney or John Feeney in from U.S.

By Maxwell Sweeney
Tenor John Feeney in from U. S.
on vacation.
Stan Kenton orch booked for
Irish stint, in September.
Peter Ustinovs "Loves of Four
Colonels" skedded for fall production at Gaiety, Dublin.
Brendan Smith opens Mosney
strawhat season with J. B. Priestley's "Laburnum Grove"
Thespers Ronald Ibbs and Matreen Halligan will return to U. S.
in Fall for coast-to-coast tour.
"Ho use of Wax" (Warner)
booked to Savoy, Dublin, second
house here to be equipped for 3-D.
Harold Goldblatt will stage
Donal Giltinan-Pat Coldrick play;
"We. The Living," gecently opened
in Dublin, at the Group Theatre,
Relfast, this fall.

Marshall.

Hona Massey and her husband, Charles Walker, back from a stay in Bernuda.

Robert Merrill soloist with Fairfield Pops Friday (17), Mercedith Willson conducting.

Big advance for Wally Cox's appearance here week of Aug. 3 in "Three Men on a Horse."

John Hammond of Mercury Records guesting on Victor Gilbert's P. E. N. Congress here.

London

Frank Sinatra guesting on the BBC's "Show Band" show.
Shepard Traube here for his annual look-see of the London le-

Shepard Traube here for his annual look-see of the London legit scene.

Viera opened a three weeks' cabaret stint at Quaglino's and the Allegro last Monday.

Mary Castle, who's been filming in London, planed to Paris to start a continental vacation.

Gladys Cooper to be honored at a Foyle's literary luncheon to celebrate the publication of her biog, "Without Veils" by Sewell Stokes.

Walt Disney, who came to fown last week in connection with his British production program, guest for honor at monthly lunch of the Variety Club.

The Queen saw preview shots of the Alan Ladd British-made starrer, "The Red Beret." during the searchlight tattoo at the White City Stadium.

Sonja Henie's ice revue, which wound its extended London run last weekend, moved to Dortmund, Germany, where it opened for a fortnight's run.

Robert Clark, production boss at the Associated British Elstree Studios, elected president of the British Film Producers' Assn. at last week's annual session.

Eddie Arnold, English comic who made his London Palladium debut on the Dean Martin & Jerry Lewis program, makes quick return there in the Guy Mitchell show, which starts July 20 for the week! program, makes quick return there in the Guy Mitchell show, which starts July 20 for two weeks.

Seattle

Clyde Beatty Circus in for three

day stand.
Sterling Hayden in to look over possible location spots.
Joni James making first Pacific Northwest appearance in Showbox.
Evergreen Theatres holding Northwest approximates normal demonstration of CinemaScope screen for local press. "Finlands Rainhow" next for Music Under the Stars company at Green Lake Aquatheatre. Edward T. Cheyfitz, former Eric Johnston aide, in town for teamsters' Western Conference

Cleveland

Cleveland

Norman Brooks did near sellout on opening Friday (10) at Sky-Way Club.

Joe Louis due for one-nighter at 11,000-capacity Arena July 20 in unit show.

Shows dropped for dog days by Vogue Room, holding only George Duffy band.

Sauter-Finegan orch played initial date in this territory Monday (13) at Cedar Point Park.

John DuBois, club and TV singer here, made head of new theatre and tele training department at Freed Astaire Studio.

Jim Backus, TV and film actor, from Cleveland, will spend part of his vacation here guest-starring in Rabbit Run strawhat production of "Man Who Came to Dinner." His actress-wife is appearing opposite him in role of Sheridan Whiteside's secretary the week of July 28.

Scotland

By Gordon Irving
Glasgow likely to get city-center news theatre by year's end.
Negotiations going on.
Richard Burton in from Hollywood to rehearse "Hamlet" title role for Edinburgh Festival.
Trapeze artist Eric Condora injured in crash from swinging trapeze at Bertram Mills circus in Glasgow.

frapeze at Bertram Milis circus in Glasgow. Stanley Baxter, young legit thesper turned comedian, inked for "Aladdin" pantomime at King's Theatre, Edinburgh, Freddie Car-penter producing.

Lisbon

By Lewis Garyo French songstress Any Berryer the Casino Estoril for a fort-

night.

The London West End Ballet 1121, after working here in niteries, off to Madrid.

Director Anthony Kimmins of London Films here to look for special Portuguese locations for his new pic.

control Fringuese locations for his new pic.

It is said that Teatro Ginasio has been bought by an American company, which will raze it and build block of offices.

Producer Perdigao Queiraga is prepping his new pic in new studios which he has put up in a North Lisbon district.

Tenor Alberto Ribeiro, creator of the song "Coimbra" "April in Portugal" in U.S.), has new song in his new pic called "Rose oil his preping "Star of the song "Coimbra" "April in Portugal" in U.S.), has new song "Karl Rankl, of Scottish National orch, directed in Musikverein during left the organization to tour with Dorothy Hild Dancers.

making a pic in Portugal, using the Lisboa Filmes studios. New open-air nitery, Dancing Studio, has Portuguese dancers Jenny and Bell Guerra, French chantoosie Lillian France, Span-ish dancer Esther Gomar,

Omaha

By Glena Trump
Sidney, Neb., in heart of oil boom, is planning outdoor amphitheatre.

Lyle DeMoss vacationing from his WOW-TV "Junior Spotlight." Don Boley band in at Moose Lodge, Scottsbluff.

Lodge, Scottsbluff.

Harry Fowler and his Ak-Sar-Ben Coliseum staff already mapping ad plans for winter visit of Hollywood Ice Revuc.

Jake Rachman, late Variety mugg and newspaperman, left a gross estate of about \$83,000, a tax decree revealed last week. Four cousins are beneficiaries.

Portland, Ore.

By Ray Feves

By Ray Feves

William Thedford, Evergreen
yeep, in from Seattle for a day,
Walter Hoffman, Paramount
field man, in town for a few days
and then off to Hollywood for sales
meet with Par brass.

Portland Civic Theatre opened an eight-week musical season; ditto the Portland Civic Light Op-era Co. in outdoor theatre.

Harbers & Dale, Johnson & Owen, Marvin Roy, and Marion Powers in at Amato's, with Arthur Lee Simpkins inked to follow.

Chico Flores & Afro-Cuban re-vue featuring Malamba held for a second week at Clover Club. Lined up for the spot are Champ Butler, Wally Boag, others.

Madras

By N. V. Eswar

Biopic on late poet Rabindranath Tagore is under production, with eye for international exploitation.

Calcutta New Theatres bringing out English version of their successful pictures, "Chota Bhai" and "Yatrik."

Inability to pay the entertain-

Inability to pay the entertainment tax, due to poor revenue, resulted in closure of four theatres in Madhya Pradesh.

RKO release, "Androcles & the Lion," did smash bo, for two weeks each at Bombay, Calcutta, Bangaler and Madras. Looks like picture will do third week in Odeon, Madras.

M. A. Parthasarathy, previously associated with production of "River," and now technical director with Gemini Studios, to Berlin and Frankfurt to establish connections for Gemini Studios in Germany.

Bogota, Colombia

Danielle Lamor, French song-ress, touring provinces. Robert Hawkinson, Latin Amer-a director for RKO, in for look-

e. Soni Corti signed to sing at Mon-rrate Room of new Hotel Tequen-

dama Ilugo Stramer, RKO rep, named manager in Argentina: Melvin Edelstein, manager in Puerto Rico, transferred to Bogota.

Australia

By Eric Gorrick

"House of Wax" (WB) away to a smash start in Adelaide. Marcus Circus playing Celebrity nightelub, Sydney, for Joe Taylor. Hoyts' circuit and Metro loop featuring panoramic screens in key-houses.

Hoyse circuit and Metro loop featuring panoramic screens in key houses.

Nelson Burns, w.k. Brisbane film critic, died after lengthy illness. He was 70.

"Limelight" (UA) not sensational at the Regent, Sydney, for lloyts so far.

U.S. pop tunes still topping popularity lists via commercial and national radio.

"Folies Bergere" looks like running a full year in Melbourne for David N. Martin.

Terrific cosh here for Coronation pic "A Queen Is Crowned" over Greater Union loop.

"Come Back, Little Sheba" (Par) one of surprise hits with 12 weeks to date and set for more.

Hollywood

Alan Marshalls divorced. Mickey Rooney planed in from

Boston.

Dennis Day heading for a Mexican vacation.

Edmund Lowe hospitalized with

Edmund Lowe hospitalized with virus pneumonia.

Arthur Eddys celebrated their 21st wedding anni.

Bob Van Orden's new screen name is John Smith.

Ann Rutherford flew to Honolulu for a four-week siesta.

Nana Bryant in from the east to report for work at Republic.

Bing Crosby checked in at Paramount after four months in Europe.

Bing Crosby checked in at Paramount after four months in Europe,
George Sidney going to India for conferences with the Nebru government.
George Wells returned to his Metro producer desk after a three-month vacation.
William Perlberg returned from a cross-country junket for his "Little Boy Lost."
Harold Wirthwein to Kansas City to start a four of midwest Allied Artists' exchanges.
Rand Brook and his western show booked for the Wisconsin State Fair at Milwaukee.
Anne Gwynne switched from the William Morris office to the Mitchell Hamilburg agency.
Miriam L. Gruen in from N.Y. to round up film names for herscheduled Broadway production. "The Young Elizabeth."
Richard H. Gordon was reelected president of the Screen Extras Guild by a vote of 1,211 to 578 for Major Philip J. Kieffer, an independent candidate.

Mexico City

Marga Lopez, Argentinian actress now a name in local pix, taking out Mexican citizenship papers.
Omar Vaillant, chief of CMQ, Havana, here dickering with Pedro Infante for chore on his radio-TV station

Infante for chore on his added a station.

Arturo de Cordoba and Libertad Lamarque inked by Gregorio Wallerstein as stars in pic based on Ibsen's "The Constructor"

Dolores del Rio recovering from neuritis which had halted her work in the pic, "The Boy and the Cloud." being made for Jesus Grovas. Grovas.

Ward Bond joined cast of latest.

When Fellows bic. "Hondo"

Ward Bond joined cast of latest Wayne-Fellows pic, "Hondo (Deep) being made here. It stars John Wayne and Geraldine Page, with John Farrow directing.

Ary Barroso, composer of "Brazil," and his orch, sock at the Versalles nitery in Hotel Del Prado. He's working on "Mexico," which he hopes will match "Brazil."

Atlantic City

By Joe W. Walker Helen Forrest featured at Dude

By Joe W. Wanger
Helen Foirest featured at Dude
Ranch.
Jay Jerome orch into Traymore's Submarine Room,
Mary Wood Trio, Carol Blaine
and Penny Parker at Shelburne's
cocktail lounge.
Bobby Roberts and Pedro Albani
and orchs featured at Round-theWorld Room of President Hotel.
Tony Bennett into Steel Pier
vaude following Johnnie Ray who
bowed out Saturday night (11).
Jackie Miles and Virginia O'Brien
follow Bennett week of July 19.
Ralph Marterie orch in Marine
Ballroom through July 16 with
Louis Prima coming in July 17 for
a week.

Miami

By Lary Solloway
Ruth (Max) Gilbert vacationing
at the Roney Plaza.
Fran Warren into Naulilus Hotel's Driftwood Room tonight
(Wed.).
Vagabonde

ters Driftwood Room tonight (Wed.). 2
Vagabonds shuttering the If nitery Aug. 1 to fill northern engagements. Reopen in December. Thorida Aflame." historical drama of the Seminole Indians, being staged in amphitheatre at Lake Wales as summer tourist lure. Martha Raye, ailing taking vacash from Five O'Clock Club chores, with Harry Richman, Jack Carter, and Rosette Shaw in for two weeks. two weeks.

Chicago

OBITUARIES

FRANKIE BAILEY

Frankie Balley, 94, nee Frankie Walters, onetime showgirl known around the turn of the century as The Girl With the Million Dollar His last role was in the national Legs," died July 8 in a Los Angeles sanitarium where she had been ill for the last four years. A stepsylver of James A. Bailey, of Barnum & Bailey, she came to Y. Y. in 1896 on the burlesque arcuit and was hired by Joe Weber Grant also had featured billing in when the Weber & Fields Music Hall was originally started. She appeared in every Weber & Fields Greenwood in "So Long, Letty" on the Coast for almost six consecutive Wars.

moduction there until it closed in 1904.

Miss Balley's major role in the wober & Fields presentation, as ead chorus girl, was to front the march that ended the performance. Though not particularly noted for iter acting ability, she was usually given a few lines in each show ther popularity, which lasted for about 10 years, waned when the size in showgirls changed.

In 1912 she was reported destitute and in 1916 had a wordless walk-on part at the Century Thea. Fee, N. Y., in "The Century Girl," she was the beneficiary of a ball held in the Hotel Pennsylvania in 1921, the proceeds of which took her to Hollywood where she worked as an extra. She appeared in minor roles in several pix and

the Coast for almost six consecutive years, subsequently touring the country.

Grant appeared in "Harvey" for five years, He was also in "You Can't Take It With You," "The Fabulous Invalid," "The American Way" and "The Man Who Came to Dinner." Other shows in which he appeared included "Molly May," "The Doughgirls," "The Man Who Had All The Luck," "Be My Love" and "Mr. Strauss Goes to Boston." Wife and a brother survive.

HERBERT RAWLINSON

the Hotel Pennsylvania in Herbert Rawlinson, 67, vet legit and film actor, died July 12 of lung Hollywood where she as an extra. She appeared r roles in several pix and to the U.S. in 1910 as manager of was featured in a revival the Belasco Stock Co. He appeared

In Laving Memory of My

JACK (IBEE) PULASKI 1883-1948

LILLIAN

of "The Black Crook" at the Mayan Theatre, Los Angeles. For a number of years she celebrated her birthday by appearing in her costume of white tights in "The Drunkard" at the Theatre Mart, Los Angeles. In recent years she had been cared for by the Motion Picture Relief Fund.

Among the shows in which Miss Bailey appeared on Broadway were "Crook," "The Potters of Texas," "Hokey-Pokey," "Fiddle-dee-dee" and "Whirl-gig," She was the widow of circus owner Frank Rob-

and "Whirl-legig." She was the widow of circus owner Frank Robieson. Her only child, a daughter, died in infancy.

HOWARD E. BURKHARDT
Howard E. Burkhardt, 59, died
July 11 in his office at Loew's Midland Theatre, Kansas City, Mo., of
a cerebral hemorrhage. He had
not been ill and had gone to the
office as usual to open the theatre

In Loving Memory of Our Beloved

CHARLES WARBIIRTON

July 19, 1952

from His Devoted Friends

that morning, but a short time later was found dead by members of the house staff.

Burkhardt was a veteran of 42 was in show business, beginning at 17 with the Hurtig & Seaman Columbia burlesque circuit. He had been a manager of legit, burlesque and road companies for many years before he joined Loew's 25 years ago as manager of the Century Theatre in Baltimore, his native city. He continued to carry an active card in the Treasurers Club of New York. Before coming to Kansas City in February, 1947, as manager of the Midland, Burkhardt managed Loew theatres in Providence, Boston and Claveland Western and Clave

in vaude and Broadway legit before going to Hollywood in 1919.
Rawlinson returned to Broadway years later to appear in "City Haul," "Right of Happiness," "Baby Pompadour" and "A Modern Virgin." He then returned to Hollywood where he had successively made the transition from silents to sound.
Rawlinson appeared in the 1912 pic, "The God of Gold," and the following year in "The Sea Wolf." Years later he appeared in "Seven Sinners." "Dark Victory" and "Swiss Family Robinson." He had recently completed a role for an Allied Artists production. His acting chores recently had been devoted mostly to radio. He had been married to actress Roberta Arnold and to the former Lorraine Abigail Long. Both marriages ended in divorce.

A daughter and a son survive.

PAUL A. MEYER
Paul A. Meyer, 83, former publisher of the old Theatre Magazine, died July 13 at his home in N. Y. Meyer, together with his brother, the late Eugene Meyer, founded the mag in 1900. He functioned as editor until it folded in 1930. One of its features was the late Arthur Hornblow's column, "Mr. Hornblow Goes to the Play." At onc time Meyer was head of the old Green Room Club, a N. Y. org composed of stage personalities. Meyer had been a veepee of the World Broadcasting System and up until his retirement a few months ago had been public relations director for Davis, Delaney, Inc., N. Y. printing firm. He had also been a director and chairman of entertainment of the N. Y. Advertising Club.

Born in Paris, Meyer was made a chevalier of the French Legion of Honor in 1928 for his activities during World War I, which included forming stage groups participating in war relief work for France, His wife survives.

TSUMASABURO BANDO

TSUMASABURO BANDO
TSUMASABURO BANDO,
TSUMASABURO BANDO, 55, Japan's
most popular exponent of the
"Chanbara" films—sword wielders similar in the affections of
the Japanese fan as westerns to
Americans—died of a cerebral
hemorrhage July 7 at his home in
Kyoto, Japan.

After a period as a Kabuki
actor, Bando entered screen worksome 30 years ago. Most famous
for his fencing in the costumers,
Bando had recently been given
roles in modern dramas. At the
time of his death he was working
on Schochiku's "The Wild Lion."

Bros.

His Broadway credits include "Man on Stilts," "For Love or Money," "Gramerey Ghost," "Detective Story" and "Remains to Be Seen." He also appeared in many television shows. Brown was on the board of the Catholic Actors, Guild, and a meniber of the Lambs. Survived by his wife, known professionally as Dolores Leland, and three children. Burial will be tomorrow (Thurs) from the Universal Chapel, N. Y.

SIDNEY HOMER

SIDNEY HOMER

Sidney Homer, 88, composer and husband of the late Louise Homer, opera singer, died, July 10 at his bome in Winter Park, Pla, Homer had written about 150 tunes, which were published by G. Schirmer, His output, devoted primarily to songs based on literary works, included "Requiem." "Sing to Me," "A Banjo Song," "Dearest." "Sheep and Lambs," "Sweet and Low." "Thy Voice is Heard." "A Womman's Last Word." "Prospice," "Underwoods, "Sing Me a Song of a Lad That Is Gone," "Stormy Evening." "The Last Leaf" and "General William Booth Enters Heaven." In 1939 his autobiography, "My Wife and I, was published Homer, who also taught music retired in 1940.

A son, four daughters and a sister survive.

TOM WATERS
Tom Waters, 81, onetime musicomedy star; died July 10 at his home in Harrisburg. Pa, Waters had been popular around the turn of the century and was the original star of the musical, "The Pink Lady," which had a long Broadway run. He toured in vaude both in the U.S. and abroad with his act, "The Mayor of Laugh Land." He also performed with a number of minstrel groups.

Waters made his pro debut in 1890 in a meller, "One of the Bravest." where he played piano in the pit and did a comedy piano specially. For years he did a vaude act with his first wife, Lottie-Yest, who died in 1900. He had two books, published. After his retirement from the stage he worked at the State Museum, Harrisburg.

Worked at the State Museum, Harrisburg, Wife Stella Waters, two sons and a sister survive.

WILLIAM S. SANFORD

WILLIAM S. SANFORD
William S. Sanford, 39, manager
of McClatchy Broadcasting Co.'s
KMJ and KMJ-TV, Fresno, Cal.,
died of a heart attack July 5 while
visiting his son at a summer camp.
Sanford began his radio career in
1935 as a freelance actor in Los
Angeles and in 1936 became chief
announcer for KMPC. Bakersfield.
Cal. The following year he moved
to KTMS, Santa Barbara, as program director. In 1940 he joined
McClatchy, and, except for four
years of service with the State
Dept.'s Office of War Information
as chief of the Far East radio division, remained with the org until
his death. He became news editor
of KMJ in 1947 and was appointed vision, remained with the org until his death. He became news editor of KMJ in 1947 and was appointed station's manager in 1951, assum-ing the same post with KMJ-TV-when it began operations. Wife and son survive.

WILLIAM H. BERGER
WILLIAM H. BERGER
William H. Berger, prexy of
S. M. Berger and Co., Ltd., of
N. Y., exporters of film equipment and feature pix, died of a
heart attack July 3 in N. Y. He
had been active in the export field
for 35 years and was the first to
set up RCA Photophone in the
Philippines. He was RKO's rep
in the Philippines for many years
and had an exhibition franchise in
the territory prior to RKO's opening of theatres there. He was
also a rep for the National Theatre
Supply Co.
Wife, a son and a daughter survive Wife, a son and a daughter sur-

JOHN W. FARRELL

John W. Farrell, 68, onclimevaude performer and actor, died
July 8 at his home in Brooklyn.
Farrell began his stage career as
a song and dance comedian and
later formed the vaude team of
Saxton & Farrell with Josephiac
Saxton, whom he married. The
couple also appeared in films. He
was in such legit productions as
"Sally, Irene and Mary," The
Time of Your Life" and "Honeymoon Lane." More recently he
had performed as a freelance character actor on TV.

Besides his wife, a brother Survives.

Loew theatres in Providence, Boston Schochiku's "The Wild Lion,"

In and Cleveland, He was active in industry organizations in Kansas and also Chuck, voral quintet.

KIRT BROWN

Kirt Brown

Kirt Brown, 54, vet actor, died and a former director of 20th-Fox. Survived by a son, daughter. Survived by a son, d

companies as Poli and Winninger 20 years as legal advisor on copyrights. He was w.k. for his collection of memorabilia on Tanmany "Man on Stilts," "For Love or Hall.

Surviving are three brothers and two sisters

MRS. GERTRUDE HOUGHTON

MRS. GERTRUDE HOUGHTON Mrs. Gertrue Houghton, 47, a former ballet dancer and the sister of William Robson, screen and radio writer-director, died at her nome in Pittsburgh, July 1, after a long illness. She was the daughter of the late William Robson, Sr., one of the carliest roadshow agents for films who later entered politics in Pitt, Her mother preceded her in death by only a few months.

Survived by her husband and two sons.

two sons.

MENDONCA DE CARVALHO

MENDONCA DE CARVALHO
Mendonca de Carvalho, 74, actormanager, died of heart, failure recently in Lisbon. He was the hushand, of the late Maria Matos,
actress, with whom he worked for
about 30 years, He also served as
her manager.
Carvalho toured extensively: in
South America and Portuguese
Africa: His activities, however,
were layedy confined to the Testes

His activities, however, gely confined to the Teatro Arrica. His activities, and Teatro Gunasio in Lisbon.
His daughter, actress Helena Matos, survives.

Matos, survives.

SAMUEL E. LEVINE

Samuel E. Levine, 47, radio producer and writer, died of a heart attack in New York July 10. Although a freelance for the past seven years he had been working closely with Mutual Broadcasting. Co., producing and writing such shows as "Wonderful City" and "Lüncheon With Lopez," he had produced many of the U.S. Treas-Co. producing and witting shows as "Wonderful City" "Luncheon With Lopez" he produced many of the U.S. Trury Dept. bond shows.

Survived by wife and son.

M. H. THOMPSON, SR.

Morton Harold Thompson, Sr.
45, author of several film stories
and onetime columnist for the
Hollywood Citizen, died July 7 at
his home in Ledydrd, Conn. The
film, "Mysoffother. Talks to
Horses," was based on one of, his
early novels, "Joe the Wounded
Tennis Player." He wrote several
books and numerous mag articles.

Wife, his mother and two-children by a previous marriage survice.

CHARLES KIFFER
Charles (Chuck) Kiefer, 65, a faintiliar figure on Pittsburgh's film row for years, died in Pitt, June 27, of a heart attack. Kiefer had long been a partner in a theartrical poster exchange, but in recent months had operated a theatre maintenance service.

Kiefer was co-partner and manager of the Rialto in uptown Pitt for a short while last year before the house shuttered.

Kiefer mager of the Riance for a short while last year the house shuttered.

H. H. WELLENBRINK
Herman H. Wellenbrink, 71, vet Limitsay, was voca...
film exhibitor who retired in 1947. Gregon and Joe Shaefer and died July 6 at his winter home in Putt. Father has been with Jac., died July 6 at his winter home in Putt. Father has been with Jac., died July 6 at his winter home in Carber orehs.

Los Angeles in 1906, was prexy of Mr. and Mrs. Howard Orloff, United Exhibitors Assar, a national son. Chicago, July 6 Father-is son org of theatre operators in 1916. of Ben Orloff, owners of Silver That same year he moved to Montaclair, N. J., where he operated a number of theatres.

Wife and a sister survice.

Wife and Alss Gee, daughter, July 2. Los Angeles Father is from Martin's musical director.

Mr. and Mrs. A. K. Gee, daughter, July 2. Los Angeles Father is frexy of Celebrity Concerts Canter of Celebrity Concerts Canter of Celebrity Concerts Canter of the All Presents of Celebrity Concerts Canter of Cel

BOYCE (JIMMY) DEGAW
Boyce (Jimmy) Degaw, 47, died
July 5 in Dallas of a heart attack,
With his former wife, Isabel Dawn,
Degaw collaborated on numerous
screenplays, including "Wings
Over Honolulu," If I Had a Million" and "The Moon's Our Home"
at Paramount and "Girl of the
Golden West" at Metro. They also
teamed on "Marathon," a 1933
Broadway legiter,
Wife and two daughters survive.

MRS. HELEN H. MUNRO
Mrs. Helen Howell Munro. 59.
Broadway actress in the 20s and later active in Omaha Community Playhouse productions, died July 6 at the Mako Clinic, Rochester, Minn, following surgery. In 1ecent years she had operated the Howell & Munro Fuel Co. in Omaha.

Omaha. Survived by her husband, brother and two sisters

ROSEMONDE GERARD
Rosemonde Gerard. 83, play-wright, and widow of Edmond Rostand, author of "Cyrano de Bergerac," died July 8 in Paris. A writer of prose and poetry, she had collaborated with her son. Maurice, on two dramas and also had one of her plays presented by the Comedie Francaise.

Besides Maurice, another son survives.

Wer II. His last film work was in "The Gladiators" at 20th-Fox.

Daughter, four brothers and three sisters survive.

WILLIAM W. LARSEN
William W. Larsen, 48, magiclan,
died July 5 in Hollywood following
a cerebral hemorrhage. On the
vaudeville circuit he was billed as
larsen the Great.
At the time of his death he was
publisher of Genir Magazine.

Herbert F. Holm, 65, treasurer and comptroller of station KSO, bes Moines, died of a heart attack at his home there July 4. He had been associated with the Minneapolis. Tribune and WTCN before joining KSO in 1944. Wife survives.

Thomas Barnes, a member of St. Louis Theatrical Brotherhood No. 6 for mure than 40 years, died at hus home in Bland, Mo., July 2. He had worked in many St. Louis motion beture houses, the Municipal theatre and the Municipal Auditorium.

Mrs. Mary Reddington Swift, owner of the 22 Club, Brewster, N. Y., died July 13 in N. Y. Hus-band, a son and two daughters survive.

Mande Gilbert, former stage and screen actress; died July 7 at her (Continued on page 61)

MARRIAGES

Rosemary Clooney to Jose Ferrer, Durant, Okla, July 13, Bride is surger actress; he's an actor-producer-director it's her first mar-

riage and his third. Margo, Miller to Bill Bennett, Chicago, July 2, He's a Hack staffer with ABC there

Mun ABC there
Gina K. Cass to Harlow Wilcox,
Los Angeles, July 12. He's a radio

Los Angeles, July 12. Bride is the daughter of James E. Flaster, veteran Metro sound department

ne daughter of James E. Plaster, veteran Metro sound department member.

Alice McNaughton to John A. Keller, July 14, Islip, L. Bride is daughter of the late Alice Lloyd and Tom McNaughton, English comedians.

Nancy Harp to Jack Fleming, San Francisco, July 12. Bride is TV singer; groom is KPIX floor manager.

Patricla King to Eddie O'Neal, Chicago, July 12. Groom is bandleader;

BIRTHS

BIRTHS

Mr. and Mrs. L. H. Prinzmetal, daughter, Hollywood, July 4. Father is a film attorney.

Mis. and Mrs. Ernest Stern, son, Pritsburgh, July 1. Father is veepee of Associated Brive-In Theatres.

Mr. and Mrs. Bill MacKrell, son, Pittsburgh, July 2. Mother, Betty Lindsay, was vocalist, with Marty Gregor and Joe Shaefer bands in Pitt. Father has been with Jack Teagarden. Shep Fields and Jan Garber orebs.

ter, July 2. Los Angeles, Father is
I Tony Martin's musical director,
Mr. and Mrs. A. K. Gee, daughter, June 28, Winnipeg, Father is
prexy of Geleirity Concerts (Canada), Ltd., and World Adventure
Tons.
Mr. and Mrs. Vincent M. Fennelly, son, Los Angeles, July 3,
Father is a sercen broducer.
Mr. and Mrs. Karl Malden,
daughter, July 5. N. Y. Father is
legit-film-TV actor.
Mr. and Mrs. Ed. Chevie, son,
Glendale, Cal., July 7. Father is
a Hollywood agent
Mr. and Mrs. Henry Gordon,
son, New York, July 1. Father
is with CBS-TV special effects.
Mr. and Mrs. Ray Schastian,
daughter, Los Angeles, July 7.
Father is a inakoup man, at Columbia.
Mr. and Mrs. Bill Faver daugh-

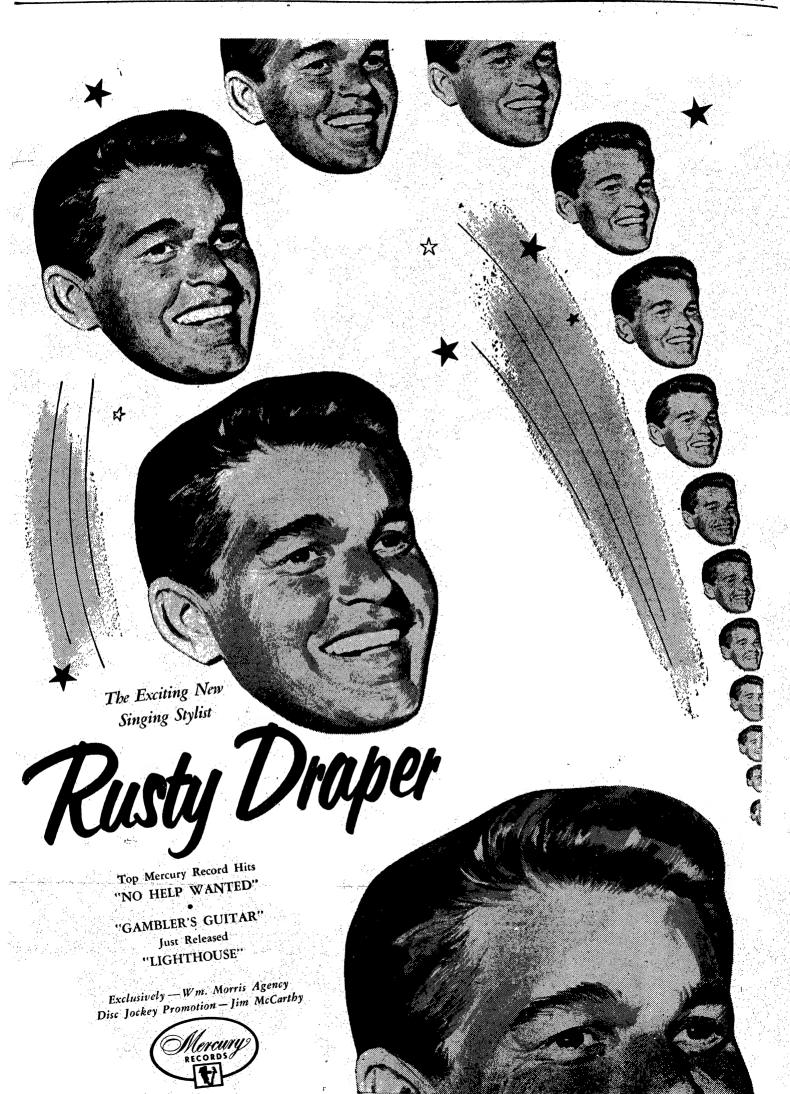
Father is a makeup man at Columbia.

Mr. and Mrs. Bill Faye daughter Hollywood; July 7. Father is business manager for Phil Harris and Alice Faye.

Mr. and Mrs. Watter Mirish, son, Hollywood, July 8. Father is executive producer at Alkied Artists.

Mr. and Mrs. Lenny Gaines, son, N. Y. July 9. Mother is Marilym Jackson, of Four Chick. & Chuck, vocal quintet.

Mr. and Mrs. Frank Monachuo, daughter. Brooklyn, July 11. Father is a singer appearing in A Night in Venice" at Jones Beach, L. I.



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VOL. 191 No. 7

NEW YORK, WEDNESDAY, JULY 22, 1953

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VEGAS' NEW YEAR'S EVE IN JULY

Hilton's Madrid Hotel Premiere Prime 'Goyas & Dolls' Showmanship 700G FOR TALENT

Madrid, July 21.

Traditionally, the picture business is conceded to have the copyright on showmanship but it took hotelier Conrad N. Hilton to eclipse Hollywood. Junketing two TWA planeloads of Broadway and film personalities, newspapermen, newspeelers and radio chatterers, along with other VIPs from the Spanish-American diplomacy, contemporary hotel and restaurant men, news plotography services and topechelon invitees from Life, Reader's Digest, Collier's, etc., the festivities attendant to the opening of the new 300-room Castellana Hilton, Madrid, brought an army of supplementary personalities from London, Paris, Rome and the Riviera.

The manner in which Trans-World Airlines and Hilton Hotels

London, Paris, Rome and the Riviera.

The manner in which Trans-World Airlines and Hilton Hotels forces coordinated on divers fronts can serve as a manual to the picture business when and if Hollywood goes in for one of those "international premieres" which have long cropped up in ballyhoo plans of such pub-ad picturemen as Charles Einfeld, Howard Dietz, Mort Blumenstock, Jerry Pickman, Max Youngstein, et al. It is not inconceivable, now that 3-D and wide-screen have percolated into the European capitals, that flying (Continued on page 16)

(Continued on page 16)

Jehovah's Witnesses Play It Very Modestly in N.Y. Conclave: Hoteliers Score

New York City got a chance to study two sets of visitors in as many weeks. Right after the fun-loving, well-heeled Shrine convention of last week, Jehovah's Witnesses convened in New York, and a better-behaved and less assuming crowd will probably never hit the main stem again.

Whereas the Shriners brought a great measure of prosperity to all types of amusement enterprises, the Witnesses chose the less expensive entertainments. The religious organization patronized the modest restaurants. The Automats did a thriving business, the bars almost none.

The JW confab was better attended, but less was spent. This group brought more than 125,000, while the Shriners came in with about 100,000. The fezzes spent an average \$175, according to estimates of the N. Y. Convention Bureau. An estimate of the Witnesses' expenditures hasn't been made as yet.

All hotel rooms were in the

NBC-TV Makes It Official On Hayward as Producer

Leland Hayward, for whom the tele bidding started when he turned out the two-hour Ford anni show last, month to the tune of critical raves, has been signed by NBC.

He'll produce undisclosed shows, though it's undisclosed shows, the wife was the started with the started with the started was the started with the started with the started was the started with the started was the started with the started was the started was the started with the started was the s

He'll produce undisclosed shows, although it's understood that the first may be a once-a-month Saturday night stanza (at a reported \$100,000 per) alternating with "Show of Shows." He'll also be a consultant on NBC-TV program and production plans.

On Hayward's non-TV agenda for next season is the production of the new Lindsay-Crouse play, "The Prescott Proposals," starring Katharine Cornell, and the film of the Hemingway novel, "The Old Man and the Sea," starring Spencer Tracy.

Transoceanic TV Seen a Reality If D.C. Scheme Jells

Washington, July 21.

Feasibility of transoceanic television via microwave stations, coaxial eable and, possibly, lightships will be seriously studied by an independent commission of Government and industry experts and members of Congress, if a Senate resolution, favorably reported last week by the Foreign Relations Committee, is enacted.

Measure calls for creation of a nine-member commission, five to be the appointed by the President, two by the Speaker of the House and two by the Speaker of the House and two by the President of the Senate, to report to Congress by the close of 1954. Survey would be backed by a \$250,000 budget.

Committee action on the resolutions of the service of 1954. Committee action on the resolutions of the service of the service of 1954. Survey would be backed by a \$250,000 budget.

(Continued on page 41)

pensive entertainments. The religious organization patronized the modest restaurants. The Automats did a thriving business, the bars almost none.

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All hotel rooms were in the moderate bracket. The N. Y. Convention Bureau reserved 10,000 were used. Even at that, for a hot light of the professional entertainments being made by the Hollywood Coordinating Committee in the shriners came in the professional entertainment branch of the Special Services division, pointed out to George Murphands Stan Richardson of HCC that these visits will be even more important as morale builders after the truce.

Tentative plans cell for one star showing in a nabe-theatre. Attievery two weeks, either alone or with supporting troupes.

Las Vegas, July 21.

It's roundup time in Vegas, but instead of hitting the dust from bucking ornery cayuses, entrepreneurs of the seven Strip pleasure domes are hitting paydirt from bucking stiff competition. Multitudes of tourists are striking it rich, if only from viewing the concentrated assemblage of topflight entertainment, and having themselves a mid-year ball during this extended "New Year's Eve in July."

Never before in pitcome.

extended "New Year's Eve in July."

Never before in nitery history has such a high-priced collection of show biz genis, been placed on display in such profusion. Taking a gander while rolling down the Strip, the seven marquees yield this bonanza: Spike Jones' "Insanities of '54" at the Flamingo, with Tony Martin on deck for Thursday (23) Milton Berle & Co., Sands; Betty Hutton, Desert Inn; Herb Shriner, Mary Kaye Trio, Last Frontier; Gale Storm, who exils Thursday for Norman Brooks; and Henny Youngman, the Thurderbird; Vic Damone, Bambi Linn & Rod Alexander, El Rancho Vegas, and Red Skelton and Anna Maria Alberghetti for the Sahara salute.

Maria Alberghetti for the Sanara salute.

Low estimate of combined outlay comes to \$160,000 per week, including supporting acts, dance lines, orchs, etc. When entertainment audit is compiled at July's

(Continued on page 50)

N.Y. Subway Boost May Hit 1st-Runs

Broadway first-run theatres fear their biz will be hurt by the new 15c subway and bus fare, which becomes effective next Saturday (25) in New York City, While some managers feel that top pictures will continue to attract New York-ers to the deluxe theatres, major-ity opinion is that upped cost of transportation is bound to cut into, the boxoffice, especially with inve-

MIRAGE? NOT THAT Major Legit War Seen In New Combine; **Shubert Setting Up Own Foundation**

Juves Love Lucy, Not Oaters, Berle, in Poll

Oaters, Berle, in Poll
Chicago, July 21.
Latest survey of children's viewing habits finds that westerns are losing favor with the kiddies. Survey, released by Paul Witty, Northwestern professor of education, also opined that the prediction that the "novelty effect" of TV would wear off has been proven false.
Poll of 3,000 children and their parents and teachers in the Chicago area, the fourth annual study by Witty, showed that the kiddies disliked westerns, Milton Berle and "Howdy Doody." Teachers, and parents agreed, Most popular with all three was "I Love Lucy."

Brit. Press Boo As Big 'Boo-Boo' For M&L Abroad

Dean Martin & Jerry Lewis base stints here: and have a week of vacationing before heading for the U. S. Pair of comics came to Paris fuming over the booing incident and press reception during their London Palladium show. Though they broke records, M&L. Though they broke in the Paris then along they be head in more than an article this week in the Paris Herald Tribune by columnist Art Buchwald. Outspoken anti-press and English aspects of the M&L, quotes, may showball this into a press feud for the pair that may pass the borders of England and make them targets for the scribe. Benefit show also has Dimitri fraternity anywhere.

Among some of the quotes metic (Continued on page 63)

They Must Have Laughed When Steinway Sat Down At the Piano 100 Yrs. Ago

Chicago, July 21.

They Must Have Laughed When Steinway Sat Down At the Piano 100 Yrs. Ago

Chicago, July 21.

Nationwide Steinway Calendary Chicago, July 21.

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Nationway Chicago, July 21.

Nationwid

Another major theatre war, Another major theafre war, perhaps rivaling the Shubert-Klaw & Erlanger battle of 20 years ago, is seen as the possible outgrowth of the formation this week by Roger L. Stevens, Robert Whitehearl and Robert W. Döwling of a new group-to-produce plays and operate theatres on Broadway.

New outfil with an initial bank-

New outfit, with an initial bankroll of \$1,000,000 and control of
three theatres, plans not only to
acquire additional houses and perhaps build others, but will produce plays, some of which may be
on a repertory or stock company
basis, idea is to operate on a contiming policy, similar to most
businesses, with a staff and perliaps authors, actors, etc., engaged
1 ermanguly, with a pension plan.

Meanwhile, it is understood that
the Shuberts, in preparation for
the eventual deaths of Lee and
J. J. Shubert, have set up a Shuhert Foundation to control and
carry on the huge Shubert holdings, including some two dozen,
legit film and radio TV theatres
in New York and most of the lead(Continued on page 60).

(Continued on page 60)



U.S. Shells Out \$11,716,000,000 for '52 Recreation; Pix, Legit in B.O. Drop

The American people poured a record-breaking \$11,716,000,000 into all forms of recreation in 1952, according to figures released today (Tues.) by the U.S. Dept. of Commerce.

Commerce.

However, except for a considerable increase in the amount of dollars laid down at the pari-mutuel windows of the horse and dog tracks, there was an overall decline in the amount spent for spectator

tracks, incre was an overall content in the amount spent for spectator amisements.

The big drop continued at the boxoffices of motion picture and legit houses, with professional base ball also off.

On the other hand, commercial participant amisements—billiards bowling, riding, dance halls, skating rinks, swimming pools, golf. etc.—showed definite gains all along the line.

The stream of dollars poured into informal recreation—all the way from amateur photography, purchase of books, newspapers and sheet music to stamp collecting—and club dues continued to mount and reached a record peak in 1952.

Compared with last year's overall \$11,716,000,000 spent for recreation and amisements was the \$4,732,000,000 of a decade earlier in 1942 and the \$2,439,000,000 in the depression year of 1932.

Motion picture theatres last year took in \$1,134,000,000 at the boxoffice, a drop of \$59,000,000 from the previous year. The peak year was 1946, when the flickers grossed \$1,512,000,000.

Legit and opera took in \$87,000,000.

15.15(2),000,000.

Legit and opera took in \$87,000,000 last year, contrasted with \$90,000,000 for each of the two preceding years and a peak of \$103,000,000 in 1947.

Professional baseball's big year was 1948, when \$68,000,000 worth of tickets were sold. Last year the total was only \$49,000,000. Professional football had one of its best years with \$10,000,000 taken in and professional hockey did a fair \$6,000,000. Its peak years have been \$8,000,000 ones.

A smash \$42,000,000 came in ad-

sonon. Onco. Its peak years have been \$8,000,000 ones.

A smash \$42,000,000 came in admissions at the race tracks, with the part-mutuels reporting a record net of \$269,000,000. Slot machine owners raked in \$150,000,000 after payoffs, one of the best years.

It was an alltime high \$448,000.000 of the commercial particle. Continued on page 62)

Gov't O'Seas Pix, Voice

Get Thin \$60,000,000; Ask

More Coin from Senate

Washington, July 21.

Officials of the State Dept.'s International Information Administration, prepared to go before the Senate Appropriations Committee with their case this week, hoped for a substantialty better break in that chamber than they received last week from the House. Latter yoted the overseas information program—with its Voice of America and its motion picture activities—only \$60,000,000. An effort to increase this by \$20,000,000 was voted down by the House.

The \$60,000,000 figure is fur under the \$87,000,000 recommended by the Eisenhower Administration.

The Senate frequently increases and then works out a compromise with the House between the two figures.

Continued on page 62)

Russian Return, Hassle Over 16m 'Caesar' Entry By ROBERT F. HAWKINS

Locarno, July 14.

The seventh Locarno Film Festival wound up its 11-day run last night (13). Fete this year included, beside the usual feature pic presentation, an international tourist film section, a series of showings dedicated to the origins of film comedy, and a retrospective glimpse at notable Swiss productions of the past. In addition, the Selznick Silver Laurel was awarded here during the festival to Roberto Rossellinis "Europe 51," with Italian ambassador to Switzerland, Egidio Reale, making the presentation. Most notable aspect of the Locarno get-together, however, was the presence on the 11-nation roster, of three Iron Curtain countries—Russia, Czechoslovakia and Hungary. This marks the first appearance at a European Festival of Soviets and satellites since the 1951 Cannes Fete.

Though not "official" entries in the sense implied at other festivals (Locarno is non-competitive, and entries are for the most part submitted by Swiss distribs rather than countries of origin), the curtainers' participation appeared as carefully prepared as unexpected. "Caesar" Snarl

Among U. S. items, David Bradley's "Julius Caesar" (on 16m), (Continued on page 62) Locarno, July 14.
The seventh Locarno Film Fes-

(Continued on page 62)

Soph's Lotsa Loot In 'Golden' Toot

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HORACE HEIDT

FOR LUCKY STRIKE Under Personal Management 111 Fifth Ave., New York JOHN LEER

ROCKING - CHAIR CULTURE'S BIG PAYOFF

By RICHARD JOSEPH

Pike, N. H., July 21.

Al fresco culture is paying off in the green hills of New Hampshire. The White Mountains Festival of the Seven Arts, inaugurated four years ago to lend an intellectual fillip to the resort attractions of the Lake Tarleton Club, has brought out the SRO during the traditional post-July 4 business dropoff.

While the project was conceived by Tarleton bonifaces Al and Walter Jacobs primarily to add distinction to the resort, program is planned to augment rather than compete with the usual vacation fare of golf, tennis, dancing, etc.

Reflecting diversified contemporary interests, the program ranges far beyond the original seven arts of ancient Greece, which were painting, sculpture, music, the dance, the theatre, literature, and architecture. This year's speakers included New Hampshire's Gov. Hugh Gregg and Senator Charles Tobey, poet and anthologist Louis Untermeyer; authors Charles Jackson and Harold Q. Masur; film and television producers Richard de Rochemont and Mark Goodson; painter Ernest Fiene; and actors Clarence Derwent and Arnold Moss. From the music world came Julius Rudel, conductor of the New York City-Opera Co., and commentator Lisa Sergio. Newspapermen, included Hy Gardner (New York Herald Tribune), drama critic Elliot Norton of the Boston Post, and Harry Schwartz, Russian expert of the Nyl Times. As travel editor of Esquire, this byliner outlined the world tourist picture.

The Festival's musical program featured Sheila Bond, of "Wish You Were Here", Elaine Malbin, Walter Fredericks, Joan Leslie, Roy Lazarus and Thomas Tipton of the Nyl. City Opera Co.; Margaret Hilles conducting a concert choir; Charles Weidman of the Theatre Dance Co; the Mendel-

(Continued on page 62)

Broadway Blues By Tom Weatherly

We're crying the blues on old Broadway, It's not what it used to was, we

Scripts are far and few between,

And there's also lack of ready

High costs are blamed and so is

Walter Winchell Of New York

Nature is no longer the solitary star of the summer panorama. It has been boldly challenged by the dramatic efforts of mortals. Summer theatres have blossomed in the meadows. Over hill and date comes the sound of dialog. Applause is louder than the persistent chatter of crickets. The hams crow more often than roosters. The chatter of crickets. The hams crow more often the fields are alive with guys and dolls studying scripts.

The most famous summer stock outfit was the Provincetown Playhouse (on Cape Cod) founded by Eugene O'Neill. Most of O'Neill's early plays were produced there first. But when he became famous his plays were grabbed for Broadway soon as they were written.

A Provincetown native complained to him: "I hear your new play isn't having its premiere here."

"That's right," O'Neill grinned, "wo're trying it out first—on Broadway!"

O'Neill, an ex-seaman, loved to wander on the docks and haunted sailors' hangouts. An interviewer once asked: "Tell me about the atmosphere in those places."

"Sure," deadpanned O'Neill, "it costs \$1 a pint!"

The primary function of barnyard palaces is offering opportunities to greasepainted fledglings. Many still serve that purpose. The most notable illustration of this function was provided by a group of stagestruck youngsters who flournished in a Falmouth, Mass., summer theatre during the early 1930s. They called themselves. The University Players' and succumbed to the footlight lure for \$5 weekly. That was the top salary for those who later reaped more sumptuous rewards and were destined to brighten the Broadway and Hollywood heavens: Henry Fonda, Margaret Sullavan, Joshua Logan and Jimmy Stewart.

It is simple to detect the difference between kernels and dlamonds. Among summer theatres the cornballs always outnumber the gems. Over 100 new plays were tested last summer. The overwhelming majority were relegated to oblivion. Only two were considered sturdy enough for Broadway. Just one discovered gold on the Main Stem. However, there are exceptions: Some years ago, a comedy received a tryout in Maine. The reaction of the alleged experts there was so-so. They believed it was too flimsy for the Big Burg. The comedy eventually came to Broadway and became one of the all-time dazzlers: "Life with Father."

A strange wonderment possesses thespians. It equips them with a rugged spirit, enabling them to endure professional misfortunes and surmount the most formidable obstacles. It is a type of happy trance often described as being stage-struck. This form of enchantment was exemplified by an advert that once appeared in a small town paper where a summer theatre was operating: "Engagement Wanted: Small parts, such as dead body or outside shouts."

The foregoing recalls this definition: "An actor is one who can walk to the side of the stage, peer into the wings filled with theatrical groups, dirt and dust, other actors, stagehands, old clothes and other claptrap and say: "What a lovely view from this window.""

Hard work is the inevitable accomplice of success. Undaunted determination is essential to the aspirations of neophytes in the greasepaint globe. It is as necessary as the jealous vigilance required to retain standom... Katharine Cornell's skill was forged in summer stock. During the early years of her career she performed in rickety playhouses while temperatures soared to the inferno point. While one drama was played, the next week's offering was rehearsed. The playing and rehearsals demanded 12-to-16 hours daily effort. Strangely, this arduous grind in retrospect has a happy glow for those who endured it. The pleasure is derived from the deep satisfaction of an accomplishment—surviving the crucible.

Not many playhouses among the tumbleweeds have the discipline essential to the Broadway theatre. Many showfolks consider it an impromptu lark. The mood is easygoing and the casual routine is generally halled as reflecting the charm of summer theatres. When the Group Theatre's troupe was riding high they tested several plays in the haylofts. Confusion reigned during rehearsals. One actor who viewed the chaos was inspired to groan: "Outside of everything—what's wrong?"

Rustic theatres frequently serve as schools for dramatists as well as players. Young playwrights are obviously eager for the counsel of successful scriveners. . A dramatist once asked George S. Kaufman: "I wish you would look at my play and tell me what's wrong with my third act?"

George snapped: "I can tell you now. Your first."

Producer Richard Aldrich now successfully operates several summer theatres. He has noted in the N. Y. Times that the rustic drama emerged from its penny-anter rut in 1935—when Jane Cowl received \$1,000 to appear in a summer theatre for one week. It was considered a lavish sum at that time. The star arrived at the play-house in the grand manner of theatrical royalty—accompanied by a maid, companion, secretary and chauffeur.

Actress Sybil Thorndike's summp: "Actors are not the servants of the public. They are the servants of the theatre, of which the public is only a part, and the public doesn't know what it wants till tsees it. Our business is to discover its needs—a very entertaining, intriguing and heartbreaking business. Servants of the people by all means, if by that is meant one who seeks to serve those who do not know what to ask for. The theatre serves those who say, show us life and that will suffice us."

(Reprinted by Permission)

teevee, Who'll buy tickets when shows are free?

We're trying this, and we're trying that,
And soon, no doubt, we'll pass the hat.

But sad as it is, there's a silver lining,
And thru the tears our eyes are shining:

We know one thing, and it's jolly good—

We know one thing, and it's jolly good—

It's just as tough in Hollywood.

London Tab Tabs 'Salome'

'Shameful, 'H'wood Blot'
London within the past week had a flareup with the proposed censorship of an American film, Columbia's "Salome" Daily Sketch-Daily Graphic, a tabloid, save of any hassle re "Salome," adding that the film opened at Rank's Odeon Leicester Square Theatre last Thursday 161, one day following appearance of the editorial rep, and it since has been drawing "strong business."

3-D SEALING DUALERS' DOOM?

Venice Pix Fete Bias' Riles Majors, RETOOL DROUGHT WB Sparks H'wood 'Scope' Competish; M-G May Pull Out Over 'Caesar' Nix

Arbitrary manner in which the+ Venice International Film Festival screening committee in Italy deterscreening committee in Italy determined at least two of the four Hollywood entries has the companies muttering darkly about the futility of cooperating in such competitions. Metro, in particular, is miffed over rejection of "Julius Caesar," one of its prize pix, on grounds of poor photography, direction and costuming, and now may not play ball at all.

The four American films set 10

tion and costuming, and now may not play ball at all.

The four American films set to compete with the rest at Venice at present include Paramount's "Roman Holiday," 20th-Fox's "Pickup on South Street," Metro's "The Bad and the Beautiful" and Columbia's "The Fourposter." Venice films fete runs Aug. 20—Sept. 5. Of the 10 pix originally submitted, the Italians accepted only one and then proceeded to state their requests.

While 20th apparently isn't raising any objections to the selection of "Pickup," others who have seen the pic maintain that it's a poor American entry for an international competition. Spokesman at 20th last week indicated the company didn't expect to win any prizes with the film, but added "at least we're represented."

In this, he reflected the attitude of 20th prexy Spyros P. Skouras, who believes in the international

In this, he reflected the attitude of 20th prexy Spyros P. Skouras, who believes in the international event. However, he is sharply opposed by other toppers. They agree that, considering present international tensions, it would be highly undiplomatic to pull out. At the same time, their attitude towards the competition is strictly downbeat.

(Continued on page 22)

(Continued on page 22)

St. Paul Tries to Ban 'Moon' As 'Don't Blush Easy' Critic Attacks Pic He Hasn't Seen

Minneapolis, July 21.
Following an attack by Bill Diehl, St. Paul Dispatch film editor, in his column on the play and pic, "The Moon Is Blue," the St. Paul city council has moved to ban the film.

the film.

In an effort to stave off final council action, however, Abbott

the film.

In an effort to stave off final council action, however, Abbott Swartz, United Artists' branch is screening "Moon" tomorrow (Wed.) for Mayor John Daubney and city commissioners.

Prior to Swartz's invitation, the council had instructed the city attorney to investigate and suggest "what steps should be taken to prevent the film's showing in St. Paul." And one commissioner, Milton Rosen, threatened to revoke the license of any St. Paul exhibitor who shows "The Moon Is Blue."

City attorney T. P. Quinn has advised council that it lacks censorship power over films which would permit it to ban any pic in advance. But he said the city (Continued on page 17)

Paul." And one commissioner, Milton Rosen, threatened to revoke the license of any St. Paul exhibitor who shows "The Moon Is Blue." It leads to consider that it lacks expected the strength of the learning of the properties of the strength of the learning of the strength of the lacks of the learning of the strength of the learning of the strength of the learning of the strength of the lacks of t

Stock Billing

Chicago, July 21. Janitor Joseph Golatz spent an entire evening, tied up and helpless, in the center aisle of the Gateway Theatre last week, while bandits were

of the Gateway Theatre last week, while bandits were breaking through two safes for \$5,000. Thieves escaped with their loot under a marquee which read: "City That Never, Sleeps" and "Scared Stiff."

Petrillo Or No, **ABC Goes Ahead** With MPAA TVer

With James C. Petrillo. American Federation of Musicians prexy.

In Europe and reportedly still adamant on a cut for his union from pix used in the Motion Picture Assn. of America's institutional TV show, the American Broadcasting Co. is going ahead with the pilot for the series.

Another attempt to get Petrillo to change his position will be made when he returns home. Meanwhile, it's felt that, if necessary, there are ways and means of circumventing the AFM demand. This could be done by cutting down on the use of musicals which require the original soundtrack and by substituting canned backgrounds for the dramatic film excerpts.

One of the demands made by Petrillo is that the union get \$25 for each musician used in each film. Series, tentatively titled "Hollywood. Since it's supposed to bow over ABC-TV in the late fall, the web is anxious to start pitching, the pilot to prospective sponsor. Other unions aren't demanding any rerun coin.

Say Legit Not Brushed In Pix Admish Tax War; A Ways & Means Tactic

A Ways & Means Tactic

Beef by some legit theatre elements, over their exclusion from the Congressional measure looking to exempt films from the Federal 20% admission tax, came as a surprise to execs in the pic biz this week. The howls were heard in legit circles last week when the tax repeal bill was passed by the House Ways & Means Committee. Curious aspect of the situation is that stage officials have been apprised of the film trade's campaign to kill off the levy right from the start. As a matter of fact, the League of N.Y. Theatres had petitioned for the right to appear at the Ways & Means hearings on the overall tax matter a few months ago. The League itself withdrew (Continued on page 17)

HERALDS CHANGE

Combo of a developing product shortage and the longer running time of feature attractions in the various new media has tradesters speculating on the effects this may have on double-billing. Belief is held among distrib exces that the dualers may be on their way out, if for no other than economic reasons.

dualers may be on their way out, if for no other than economic reasons.

It's pointed out that even the most stubborn holdouts against single-feature bookings may have to capitulate in the face of biz realities. A double-feature situation playing a 3-D or a Cinema-Scope film, for instance, would have no choice but to change its policy. It couldn't match a stereopic with a "flattle," and there won't be enough CinemaScope pix around for a long time to permit teaming them up.

Question of whether double-bills are a necessity or not has been debated in the industry for many years, with no tangible results, Arguments pro and con haven't varied, but recent industry developments may tip the scales decisively in favor of single billing, it's believed. Opinion that dual booking must give way to a better balanced show, "which people prefer," was aired in N.Y. last week (17) by Russell V. Downing. Radio City Music Hall prexy.

"Double-features keep people away," he said, adding that the Hall had never had such a policy. Those who favor double-bills maintain that it's not fluey, but the public, which demands them, and that dropping them without good reason has inevitably resulted in a loss of attendance. It's conceded, on the other hand, that the new pix may carry enough appeal to overcome local resistance against

'A Victory for 20th'--Skouras

Pix Lose a Heroin

Pix Lose a Heroin

Assertion last week in the "M" censorship appeal to the U.S. Supreme Court on the absence of censorship on films being televised, in contrast with theatrical pic blue-pencilling in such states as Ohio, served to spotlight another Hollywood vs. Tv discrepancy. The film industry's Production Code Administration has a firm tabu on the depiction of narcotics in any way—traffic in the drugs, or agonies of the victims

Yet, the popular "Dragnet"

Yet, the popular "Dragnet" and other important TV net-work shows have employed il-legal use of narcotics, without apparent restriction, as subject

Spur Move to K.O. Tax-Free Status For O'seas Stars

Washington, July 21. House Ways & Means Committee is expected to report out its so-called "bobtail" tax bill in the so-called "bobtall" tax bill in the next few days. This includes an amendment, which will prevent Hollywood stars from working overseas, remaining there for 17 out of 18 months, and receiving complete exemption from U. S. income taxes.

will prevent with prevent from working remaining there for 17 of 18 months, and receiving complete exemption from U. S. income taxes.

Original plan was to approve an amendment, which would have placed a \$20,000 or \$25,000 ceiling on the amount a person could earn abroad, which would not be subject to American income taxes.

Original plan was to approve an amendment, which would not be subject to American income taxes.

Original plan was to approve an amendment, which would not be subject to American income taxes.

Indexert the amount a person could earn abroad, which would not be subject to American income taxes.

Original plan was to approve an amendment, which has been approved by Ways & House on the amount a person could earn abroad which would not be subject to American income taxes.

Original plan was to approve an amendment, which would not be subject to American income taxes.

Indexert the months, and receiving complete exemption from U. S. for the amount a person could earn abroad which would not be subject to American income taxes.

Indexert the months, and receiving complete exemption from U. S. for the amount a person could earn abroad which would not be subject to American income taxes.

Indexert the months, and receiving complete exemption from U. S. for the amount a person could earn abroad which would not be subject to American income taxes.

Original plan was to approve an amendment, which would not be subject to American income taxes.

Indexert to American income taxes, indexed to American income taxes, income taxes.

Original plan was to approve an amendment, which would not be subject to American income taxes, income taxes.

Original plan was to approve an amendment, which would not be subject to American income taxes, income taxe

Trade Torrid Despite Heat; 'Feather' Again Champ, 'Shane' 2d, 'Chance' 3d, 'Cinerama' 4th

Warner Bros sprung its Warner-SuperScope widescreen process on the industry this week 1200 and immediately touched off lively speculation over its impact on 20th-Fox's, CinemaScope system. Methods are compatible, use virtually the same aspect ratio and both employ an anamorphic type lens.

lens.

Difference comes with the marketing of the equipment. Where 20th insists that exhibs must buy Chemascope lenses for \$2,750 a pair and urges them to invest in the special and expensive Miracle Mirror screens, WB will rent its projection lenses with its pix and doesn't care what kind of screen theatres use as long as it has the 2.66 to 1 ratio. Latter was the same as used by 20th until recently, when the Cinemascope was reduced to 2.55 to 1 to accommodate the magnetic sound tracks on the film. film.

film.

Spyros P. Skouras, 20th prexy, on returning from Europe yesterday (Tues.) saw the Warner move as "the greatest victory for us."
He emphasized that he was "absolutely delighted" with WB's entry into the widescreen field which, he said, would help further in getting all theatres equipped and conscious of the new widescreen medium.

Commitments of 20th in equip-

Commitments of 20th in equip-(Continued on page 17)

5 Newsreel Reps Seek U.S. Coverage of Ohio's Anti-Bluepencil Law

Pledge to exert full effort to wipe out "political" censorship was made the past week by reps of the five newsreels. The anti-censor-campaign will be pursued until "complete freedom of the motion-picture screen in the United States is achieved," It was promised by William B. Zoellner, Metro, Oscar Morgan, Paramount; Lem Jones, 20th-Fox, Irving Soch-(Continued on page 17)

(Continued on page 17)

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Provides for the limited in the provides for the limited in the provides of the limited in the provides for th Exhibs, COMPO to Press Senate OK On Tax Relief After Vote by House

Washington, July 21.

By a voice vote, the House yesterday (Mon.) rolled through the
bill to climinate the 20% admissions tax on motion pictures.
Speech after speech was made
from the floor in favor of the legislation, as the representatives
showed themselves overwhelmingby for it. On the other hand, only ly for if. On the other hand, only three speeches were made in opposition—by the three members of the Ways & Means Committee who had voted against the bill when the committee approved it recently by a 22-3 vote.

the committee approved it recently by a 22-3 vote.
Scated in the gallery, observing the debate and vote, were a COMPO delegation consisting of Robert Coyne, of New York; Sam Pinanski, of Boston; Col. H. A. Cole, Lynn Smith and Wes Daniel, all of Dallas; Pat McGee, of Denver, and Gaston Dureau and Abe Berenson, of New Orleans.

Exhibitors from 14 states are due in Washington this week to visit Senators on the Finance Committee there and press for approval of the bill in the upper chamber. Cole, McGee and Pinanski urged, exhibitors all over the nation to "keep plugging and contacting their Senators, to tell the facts of the case to those who are not familiar with the plight of the film theatres."

"We want to get the bill through without any amendments in the

We want to get the bill through "We want to get the Different without any amendments in the Senate," said Coyne. "If there are amendments, it will slow up the bill and the timetable for Congressional adjournment could beat us then"

us then."

One absentee at yesterday's session was Rep. Noah Mason (R., III.), author of the bill. He was celebrating his birthday at home with his family. However, a statement by him, urging passage, was read to the House.

Rep. Daniel Reed (R., N. Y.), chairman of the Ways & Means Committee; explained why his com(Continued on page 61)

AA to Spend 50% More By Using All Media In Year's Sked of 36 Pix

Year's Sked of 36 Pix

Hollywood, July 21.

Allied Artists is boosting its production budget by approximately 50% this year to make pictures in all media. Walter Mirisch, executive producer, 'announced' a deal with 20th-Fox for the use of CinemaScope in the filming of "The Black Prince," and added his belief that the public wants to see pictures in all the different processes, including CinemaScope, 3-D, widescreen and 2-D.

Company's program calls for approximately the same number as last year, 36, but the costs will be increased because of the use of different processes. Meanwhile AA will continue to make program pix

will continue to make program pix in 2-D to fill the demands of small-

er theatres.

Thus far AA has turned out one
3-D film, "The Maze," and will
make four more in the next-two
months. They are "Riot in Cell
Block 11." "House in the Sea,"
"Dragonfly Squadron" and "Hold
Back the Night."

PERKINS EMERGING IN KEY CINERAMA ROLE

Rapid personnel changes at the

financing for the outfit. Curious twist was, that last week Perkins appeared as a vice-president of Cinerama Productions for the purpose of giving that outfit officer representation at a meeting with Cinerama, Inc., and Stanley Warner. Immediately following the session he handed in the v.p. chevrons. This resignation, on the surface, was misleading for the Surface, was misleading for the Mexico City.

The huddled with RKO reps on the sale of Disney features and shorts south of border.

U Solves Belge Permit

Assured that the new Belgian deal provides for the limited importation of reissues over and above the stipulated quota. Universal last week gave way and agreed to relinquish one of its 36 licenses, U move solves the Belgian permit allocation problem.

gian permit allocation problem:
Belgian deal has been ratified
by the Brussels cabinet for some
time. Hassle arose over the division of the 251 permits allocated
under the agreement. Total reps
10 less than the distribs had
figured on; so all were called on
to give up some licenses.

to give up some licenses.
All agreed but U, which stuck to the position that it was entitled to all of its 36. Other distribs put pressure on the lone holdout, emphasizing that U's 36 makes it second only after Metro in the Belgian market. When informed of the disposition of the reissue pix, U relented.

Await D.J. OK **Before Risking** \$1,000,000 'World'

Decision to go ahead and flash Merian C. Cooper the greenlight for completion of the Cinerama pic, "The Seven Wonders of the World," would cost Stanley Warner Corp. \$1,000,000, and isn't likely to be taken one way or another before the Justice Dept. rules on the legality of the S-W-Cinerama deal.

deal.

Cinerama, so far, has spent several hundred thousand dollars on "Seven Wonders," for which a crew under Lowell Thomas, Jr., is currently lensing footage in England and France. Should S-W decide not to go ahead with the film, whatever has been done so far presumably would have to be scrapped. scrapped.

resultably would have to be scrapped.

There has been no change in the status of Cooper, who is the Cincrama production chief, even though S-W is known to be talking to various studios about the possibility of their producing Cincrama pix as a package.

Whether or not S-W decides to pick up the Cincrama option on the three Louis B. Mayer properties again depends on the Justice Dept,'s attitude. In any case, the option covers all three—"Blossom Time." "Joseph and His Brethren" and "Paint Your Wagon"— and doesn't permit S-W to single out any of the stories. S-W would have to plunk down a payment soon, if it is to retain the right to exercise the option.

GOLDSTEIN'S INDIE TO MAKE 10 FOR 20TH-FOX

Hollywood, July 21. Leonard Goldstein is forming a cently-signed releasing deal with 20th-Fox, calling for 10 pictures. Films will be produced on an indie lot, still to be selected, with activities slated to start in four weeks. All the plx will be made in 3-D and for widescreen.

Rapid personnel changes at the two Cincrama corporate setups over the past couple of weeks have obscured the new key role taken by Thomas L. Perkins, He's now thairman of Cincrama Productions newly-organized executive committee and as such will have a prominent voice in policy affairs.

Perkins was one of the Cincrama Productions originals, having been a force in Young Texans," with Henry Levin, bringing together the various principals who provided the first financing for the outfit. Curious Fregoinese. New company will suppeared as a vice-president of Cincrama Preductions.

Nix 'Mars' Tax Cut

Better Terms On C'Scope to British

London, July 14.

If British producers display an inclination to switch their production schedules to CinemaScope technique, they can anticipate more favored terms than those accorded to Hollywood film-makers. This is one essential factor that emerged from the meeting held by Spyros P. Skouras with some of Britain's leading independents.

Attending this gathering were many of Britain's most prominent film-makers outside the Rank and Korda combines. They were asked to indicate what they would be prepared to pay for the right to make their films in the CinemaScope process. They had previously been told by Skouras that their Hollywood conferers would be paying a royalty of approximately \$25,000 per picture.

At the same time, the 20th-Fox prevy infinated that he would—

At the same time, the 20th-Fox prexy intimated that he would not expect British filmsters to pay the same rate in the initial stages, but there were divided opinions when he sought some measure of guidance. ance.

he sought some measure of guidance.

In some cases, the Indie British producers indicated they should be given rights to use the system on their first picture without any royalty payment, and with an agreed figure to be determined for subsequent productions. Producers didn't want to be committed to a hard and fast contracted price.

In order to reassure producers that there would be wholehearted cooperation, Skouras revealed at this closed session that he was seeking Board of Trade sanction to import the necessary equipment into Britain, without waiting for local manufacture. The applications are reportedly now being considered at top level by officials of the government department.

The one thing that Skouras did not reveal to the assembled British film-makers was his policy decision, taken with the accord of Darryl F. Zanuck, to close up his British production organization. In local trade circles it is regarded as an ironic twist that the news should break at a time when the company is promoting this new method of production and is angling for British support. production and is angling for Brit-ish support.

Lensers Asking Pension Plan in New Contract; **Full Ban on Outsiders**

Holly rood, July 21, Cameramen's Local 659, IATSE, asks a flat 15% wage increase, working conditions and a pension plan in the re-negotiation of the current basic agreement new indic company, Panoramic with the film studios. Pension Productions, to carry out his replan calls for contributions of 15 plan calls for contributions of 15c an hour on all hours paid employees, plus 5% of the gross revenue from theatrical motion pictures either reissued or sold to televi-

sion.

Demands also call for a 3% tap on gross payrolls for broadening of the current Health and Welfare Fund; a proposal that all outside photographers, except wire service lensers, be eliminated under any circumstances, and another that all production crews be stafted by first and second cameramen, two assistants and a still photographer.

New Col Divvy

Columbia board of directors last week declared a quarterly divi-dend of \$1.0614 per share on the cumulative preferred stock.

It's payable Aug. 15 to stock-holders of record on July 31.

The Statesmen

Regardless of the outcome of the film trade's kingsize job on the 20% admissions tax, the quartet of exhibitors who helmed the campaign rate a bow for what executives on both Coasts are cheering as a "statesmanlike" job. A film official, in saluting H. A. Cole, Trueman Rembusch, Sam Pinanski and Pat McGee, said he found particularly impressive the absence of any intraduction of the particularly impressive the absence of any intraduction of the particularly impressive the absence of any intraduction of the particularly impressive the absence of any intraduction and small-talk bickering which has defeated such trade projects in the past as arbitration and organized research.

Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, and Al Lichtman, member of COMPO's governing board, similarly are drawing plaudits for the efficiently organized tax strategies. They round out the six-man team whose efforts may still be chalked up as so much waste of energy, if tax relief eventually is denied, but whose joint endeavors, via the remarkable progress already made, has convinced many in the trade that there's a payoff on cooperation.

Hopefully, it's said, this pattern of mutual work can be adhered to in future projects beneficial to the entire business. The formula calls for a bunching of executive talents, with no one seeking to emerge as the individual "hero."

Screen Writers Guild Puts 41 Pix And TV Producers on 'Unfair' List

Two 'Helen of Troy' Pix To Outflirt Each Other

Possibility of two "Helen of Troy" pix, one American and one Italian, competing against one another in 1954 arose this week with the announcement in Rome that the Ponti-De Laurentiis studios there had begun production on a "Helen" spectacle in Techni-color. Warner Bros. also has a "Helen" on its sked.

De Laurentiis pic, which is to star Silvana Mangano, is one of the films included in the De Laurentiis deal with Paramount.

U Gets \$8,000,000 From Reissues **Sold To Realart**

Universal has collected about \$8,000,000 so far from sale of reissue rights to its 1933-to-1946 pix to Realart under the deal closed in 1947 with Realart's Budd Rogers. Realart holds the reissue privileges for another few years under the original 10-year pact, which worked out exceptionally well for both sides.

However, the pix for the most part have been played out, and from a practical viewpoint the U-Realart teamup is now considered about over.

U was paid \$3,250,000 by Real-art in 1947 against a percentage of the reissue income over the years. As it worked out, U's take amounted to a net of over \$1,000,-000 per year, or the total of \$8,000,-000 for seven years.

000 for seven years.

Realart's total gross is figured at \$17,000,000. Main expenses for the indie outfit were in the form of prints and distribution fees.

U, at present, is hesitant about any new arrangement covering resissue of films made subsequent to 1946. One consideration is that sending a flock of these into distribution would mean that much more competition for U's new, as yet unamortized, product. Another factor is that U is in a tough spot on the excess profits tax front.

N. Y. to L. A.

N. 1. to L.
Mort Blumenstock
Philip Coolidge
James R. Grainger
George Jessel
Bob Schmid
Don Sharpe
Michael Todd
Charles M. Underhill
Meredith Willson

N. Y. to Europe

Gene Autry Dr. Lester Coleman Dr. Lester Coleman S. P. Eagle Georgia Gibbs Nunnally Johnson Winthrop Palmer Gregory Ratoff Fritz Reiner Gottfried Reinhardt George J. Schaefer John Van Druten

Forty-one motion picture television producers have been television producers have been labeled "unfair" by the Screen Writers Guild, in a confidential letter sent to SWG members over the weekend. The Guild said it had found the producers to be "unfair, irresponsible or substandard in their dealings with writers." Simultaneously, SWG removed three producers from the unfair list.

Listed by SWG as "unfair" are Dr. W. L. Abt, Eddie Albert, Irr-ing Allen, Rodney Amateau, Polan Banks, Wellesley Beeman and Wes Beeman Productions, John Beck, Eddie Bracken and Bracken Pro-Eddie Bracken and Bracken Productions, George Breakston, Jerome Cappl, Yorke Coplen, Lou Costello and Edward Sherman, Andre de Toth, Jerry Fairbanks, Inc., Melvin Geimer and Joe Lang-

Also Remy Hudson, Carl Kreuger and Central National Pictures, Lee-Tuck Productions, Edward J., Leven. Ben Medford, Frank Melford, Richard Morros and M. R. S. Productions, Lou Moss, Tony Owen and Tony Owen Productions, Stanley Neal Productions, Seymour Nebenzal, Richard Oswald, Richard Polimer, Proser-Nasser Productions, B. B., Ray, Ludwig P. Reiche, Al Rogell, (Continued on page 17) Also Remy Hudson, Carl Kreug-

L. A. to N. Y.

Ames Brothers Barney Balaban Kaye Ballard Kaye Ballard
David Bradley
Frank Cooper
Jim Denton
William Dozier
Allan Dowling
Walt Framer
Zsa Zsa Gabor
Henry Gordon
Joseph Gershenson
Frank Gruber
Gloria De Haven
Russell Holman Russell Holman Ann Jeffreys Max Liebman Max Liebman
Frank Loesser
Lucy Monroe
Tony Owen
H. C. Potter
I. H. Prinzmetal
Donna Reed
Joe Roberts
Hubbell Robinson, Jr.
Vivienne Segal rubbell Robinson, Vivienne Segal Patricia Ann Scully Robert Sterling Roger L. Stevens Franchot Tone Joan Vohs Mai Zetterling

Europe to N. Y.

Europe to N. Y.

Merriel Abbott
Leo Carrillo
Dick Chaplin
Abel Green
Richard Halliday
Kay Harrison
Van Heflin
Conrad N. Hilton
Hedda Hopper
Fred Joyce
Mary Martin
Tex & Jinx McCrary
Edward R. Murrow
J. Carrol Naish
David Niven
Artur Rubinstein
Lee Shubert
Spyros P. Skour's
Earl I. Sponable
Tony & Dorothy Weitzel

NEW ERA: 'LESS PIX, LONG RUNS'

Sponsors Shy Away From Plug Pix, Blame TV, COMPO's Downbeat Note

Exhibition's self-proclaimed state depression, with 367 houses al-gedly closed since April 1, 1953, legedly closed since April 1, 1953, has backfired in an unexpected direction. Peddlers of advertising films designed for theatres now find it hard to get sponsors to go for their propositions.

Passening is simply that it

or their propositions.

Reasoning is simply that it
loesn't appear to make much sense
o invest in pix for a dwindling
udlence. In addition, many of the
lational advertisers are shelling national advertisers are shelling out heavy coin for TV and aren't in a mood to supplement this with ad pix for theatres. Distribs of "minute movies" and

reclers complain that it's h to upbeat the industry's beat note struck by COMPO others in relation to the fight pressed sponsors, particu-

arly on the national level, Selling argument so far has been based orimarily on the mass circulation. It's claimed by the distribs of he ad shorties that they can still leliver an audience of around 25,00,000 per picture and that up to 4,000 theatres will accept the olugs for which they are paid by he sponsor, either on the basis of citual attendance or yia a flat deal.

60-Minute Documentary Of Boy Scout Conclave For O'Seas Distribution

Hollywood, July 21.

Film industry is making a 60minute documentary titled "Boy
Scouts of America Jambores
1953," with George Murphy as coordinator for the Scouts and James
Stewart rounding up film actors.
Film, made on the Irvine Ranch,
where the boys are holding their
annual convention, will contain
clips of international Scouts heading for the Jamboree from 14 foreign countries.

bocumentary will be distributed abroad by the U. S. State Dept. Overseas Information Service, to demonstrate the American way of life. It will be available in this country to Scout troops and educational discussions. cational groups,

COAST AFL FILM COUNCIL TRYING TO HALT 'SALT

Hollywood July 21.

Hollywood AFL Film Council ook steps to prevent, if possible, ompletion of "Salt Of The Earth," ontroversial film made in New Mexico by a group of unfriendly ted probe witnesses. Members of uilds and unions affiliated with he Council were urged to refuse to work for or with persons connected with the film. Council prexy Roy 1. Brewer disclosed that some members of AFL crafts were peraitted to work on the picture to

nembers of AFL crafts were per-nitted to work on the picture to btain a complete check of its Red-tainted Activities."

Brewer said the Council has in-ormation that color work is being one outside Hollywood, because only in the eyes of some guillible Americans who might see it, but in the eyes of natives of every country in the world."

Grainger's N.Y.-L.A. Trek

Since he took over as president RKO early this year, James R. rainger has been on a N. Y. to

Exec, who returned to Gotham bout two weeks ago following studio huddles, wings west again omorrow (Thurs) He has a session upcoming with Howard Lughes and the RKO board, presumably sumably anent future production

Dervin Into New Exec Sales Post at RKO Hg.

month will join the execution to the RKO homeoffice, prexy James R. Grainger disclosed over the past weekend. He'll work directly under sales chief Charles Boasberg lward L. Walton, exec a Grainger, and Grainger

Spot is a newly-created of Dervin will not replace anyone RKO, Grainger stressed.

MPAA: 'Why Give **Exhibs Coin When** They Whack Us?

ica within the past week nixed further contributions to help finance exhibitor conventions, for the reason that MPAA member companies, knowing they'll be the target of exhib blasts, simply don't see why they should pay to be abused.

ers of America to help each outfit meet convention bills in 1951 and 1952. When a pitch for a similar handout was made by Allied for this year, MPAA voted the turn-

months have been roughing up the companies at their local meet-ings over what the theatremen claim are unfair selling policies in the 3-D era. These are seen by MPAA as a tipoff that the Allied and TOA national conclaves similarly will be used as platforms from which to hurl the brickbats at the companies.

TOA convention is skedded Nov. 1-5 and Allied meets Oct. 5-7.
Curious twist is that some exhibreps believe they stand a better chance of collecting coin from the companies individually, rather than

treatment apparently in store the filmeries. One theatre top said this week that the compan on individual basis, already he pledged twice the coin wh MPAA yieled in past.

35.000 Words Too Wordy A Script, Judge Demands Revise in Skouras Suit

Conspiracy suit instituted by a surprise twist over the past week when the entire case was dismissed by Federal Judge John F. X. McGohey. But he granted the plaintiffs the right to file an amended complaint:

mended complained that the original consisting of 12 inal complaint, consisting of 124 pages and 35,000 words, is overlong, and directed Skouras attorneys to come back with a briefer one which conforms with judicial

Most of the major companies are defendants in the action, Loev being the principal exception.

Crawford's 200G 'Guitar

Hollywood, July 21, Joan Crawford is receiving \$200,000 for "Johnny Guitar," Republic. It rolls early September, with Nicholas Ray directing.

Studio is currently mulling whether to do it in widescreen or color.

SEE MORE COIN,

There's no concerted action among the companies collectively, but execs at several outfits individually say the dictates of sound economy point this way: "Less product more extended playing time, less ick and more money

On the production front. opped, on considerably via the paring of talent rosters—producers, directors, writers and players. Where 30 to 40 pix per year were demanded for a sufficient absorption of the overall studio operations.

tions costs, 20 to 30 annually now can achieve that same purpose.

The distribs are taking it from this point. It's apparent that more money is being poured into the new product, per-picture-wise.

"To put it in terms of round figures," said a homeoffice v.p. this week, "we're now spending \$35,000,000 for 30 pictures, instead of \$40,000,000 for 40 pictures. The

ng" their selling organizations in leference to economy, now look lent on pressing the longer-run

Actually, this newly formulated approach has been tried, and worked, in sporadic instances, in (Continued on page 17).

\$21,450,000 Claim By 5 N.Y. Houses

the Hariem Grand Ineatre in Manhattar's Harlem section. Knickerbocker Theatres, Inc. wants \$7,500,000, Harlem Grand Amus. Corp. is pitching for \$300,000 and the Major Amus. Co. seeks \$1,500,000 or a total of \$9,300,000.

As filed by the Yonkers law firm of Gorfinkel & Adler the complaints charge the majors with setting up a fixed pattern of admission prices, maintaining local rionopolies and carrying on a variety of other discriminatory practices to the detriment of the plaintiffs. It's also claimed that the defendant distribs "combined and (Continued on page 61)

Coast Seminar Next Item On Busy COMPO Agenda

winding up its tax campaign August 1, by which time Congress expectedly will adjourn, next item on the industry outfit's agenda will be a Coast seminar.

This will be an all-trade conclave, skedded for the fall, with key exhibitors, distribution reps

supjects as the sale of films to tele-vision, standardization of produc-tion and exhibition techniques and a program of industry research.

SIMPP Maps Entry Into Foreign Distrib, Charles Mayer as Topper

Freeman Plays Pitchpipe For H'wood AFM Honors

Hollywood, July 21.
Y. Frank Freeman and Adolph
Zukor were given life membership
cards by Local 47, AFM at a
Juncheon in their honor, Barney
Balaban accepted on behalf of
Zukor, Presentation by Local 47
prexy John Te Groen was "in recognition of local friendship and
unselfish aid to the professional
musician."

Musical.

Since Freeman had to play a musical instrument to be eligible, Par music department chief Louis Lipstone, who hosted the luncheon, handed him a pitchpipe. He played it.

MPEA Seeks Data On Group's O'Seas Trade for FTC

about their foreign operations. Statistics will be submitted to the FTC for study. Matter was dis-

ket operations under the MPEA

MPAA execs retused to their motives in dropping ternational division tag, than to say that legal reasor primarily responsible for ney Schreiber, MPAA

der a veil of secreey. It's known, however, that the Commission is acting on the complaint by an unidentified indic group over MPAA practices abroad.

There has always been some

Act, which safeguards U.S. com-panies against the antitrust laws (Continued on page 17)

D.C. Admen Hear: 'Give Theatre-Fee-TV Chance Against Sponsored TV

Washington, July 21.

in assuming mercial status. SIMPP itself, non-profit group.

Arnall said that, with the domes

Arnal said that, with the said foreign and foreign earnings assuming increasing in the producers would be a said to be a s

export group would not compete with the other companies, but (Continued on page 17)

Moppets' Guild Fights Attempt to Brand It An Employment Agency

tion to obtain employment for the moppets and does not collect any commissions.

NSS' 1ST FULL-LENGTH PIX DISTRIB: 'LUTHER'

National Screen Service, which lowing consummation of a de with Louis de Rochemont Assoc

Latin Lovers (SONGS-COLOR)

Lana Turner in tinted roman-tic comedy; light, engaging en-tertainment with good b.o. prospects.

Hollywood, July 20: 10 Joe Pasternak produc 10 Joe Pasternak produc 10 Joe Pasternak produc 10 Joe Pasternak Pola 10 Joe Pasternak Pola 10 Joseph Ruttenberg: edition 10 Joseph Ruttenberg: edition 10 Joseph Ruttenberg: edition 10 Joseph Ruttenberg: edition July 15, 58, RunLana Turner
Ricardo Montalh n
John Lund
Louis diliern
Louis Callern
Eduard Franz
Beulah Bondi
Joaquin Garax
Archer MacDinaide
Dorothy Neuman
Robert Burton
Alta Moreno at Y Newman Analyst

ard C Habbell :

Jeward G. Hobbell L. Archer MacDonald Mark Cumbers' R. Robert Burton William Mark Cumbers' R. Robert Burton William Mark Cumbers' R. Robert Burton Circitins W. Rita Morein Circitins W. Rita W. Rita Morein Circitins W. Rita W. Rita Morein Circitins W. Rita Morein Circitins W. Rita W. R

You," are outer.

De Pasternak's production guide e earns him another topmotch if for escapism entertainment ished and furbished to a fare-e-well, to give the paying current is physical dress and the players pear to advantage under Joseph ttenberg's tensing. Ge or coll's musical direction does will the score and the Brodsky blin tunes. Featured players intributing in the enjoyment of confering are Jean Hagen. Missimper's scoretary; Eduard Franz e psychiatrist; and Dorolly gumann, his wife; Beulah Bondi (d-Archer MarDonald. Blog. 1997).

12 Div Sinds the daughter grown. The dama, which resolves itself happing in the missionary a man who has remained human understanding. The dama, which resolves itself happing is concerned with Cooper's reluctance to accept his daughter's loss south Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understated style of his trionics and just right for the missionary a man who has remained human understanding. The dama, which resolves itself happing is concerned with Cooper's reluctance to accept his daughter's reluctance to accept his daughter's reluctance to accept his daughter's loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understanding for the foot-loose South Seas wanderer is in his easy-going, understand for the moot aimed by Robson's delivery of the foot-loose South Seas wanderer is in his e

RKO to Release 13 Pix

Total of 13 pix will be released by RKO in the second half of 1953, president James R. Grainger to differ company's sales meeting in N. Y. yesterday (Tues.). Selling plans were outlined by Charles Boasberg, domestic distribution chief.

chief.
Lineup includes RKO's first
3-D'er, "Second Chance," and Walt
Disney's "Sword and the Roce."
Chief exce related further that
negotiations now are underway for
distribution of two "important
Indie" productions.

MINDLIN TO P.R. LOPERT

Michael Mindlin, Jr., has been named publicity director of Lopent Film Distributing Corp.
Formerly an indie flack, Mindlin recently returned to N.v. after to months in Europe on a special publicity assignment for Lopert.

Return to Paradise (COLOR)

Idyllic South Sea Island ro-mantic drama with Gary Cooper. Excellent b.o. pros-pects with special handling.

Hollywood, July 21.
Artists release of App
artib production Stars Ga
atures Barry Jones, Rober
ira MacDonald, John Hudso
y Mark Robson. Screenpla
sufman; based on book lichener; camera (Technicolo
Hoch; editor, Daniel Manté

Barry Jones Moira MacDonald John Hudsor Va: Ilans Kruse lamea Mataummur Faber

bortraval of the zealot, Pastor Cobbett, a performance gem. Moira MacDonald, three-quarters Polynesian and recruited in Samoa for the role, has natural appeal as the daughter. John Hudson is acceptable as an American filer who figures briefly in the second portion of the story.

Adding much to the pastoral quality and the natural appeal of the film are the natives enacting natives.

Music is an important Music Is an important of the story.

My Heart Goes Crazy "My Heart Goes Crazy," a British Technicolor filmusical import tradeshown in New York yesterday (Tues.), was re-viewed from London by

import tradeshown in New York yesterday (Tues.), was reviewed from London by Variery Sept. 4, 1946, under its original title of "London Town." With Sid Field and Greta Gynt in the top roles, the United Artists release was produced and directed by Wesley Ruggles. Original running time of 120 minutes has been trimmed to 70.

In appraising this entry, which reportedly/cost \$2,600,000, Ebet rated it as a "misfire." Picture's American appeal; the reviewer added, "would lie in the Yank names associated with the production." Otherwise, this series of production mumbers draped around a thin story of stage life serve mainly as a "film introduction for British vaude comic Field." Jimmy Van Heusen-Johnny Burke score was rapped for its lack of "quality."

Master of Ballantrae (COLOR)

Costumed Robert Louis Stevenson swashbuckler. Good escapism filmfare, with Errol Flynn and satisfactory b.o. outlook.

Hollywood, July 16.
Warners production and release. Stars
zero! Flynn, Roger Livesey, Anthons
teel: features Beatric Campbell, Yvonne
urneaux. Felix Aylmer, Mervyn Johns
Le Wolte, Jack Berthier. Directed by
Milliam Keighley. Screenplay. Her
hassford added dialog. Sproid Medford
assford. All Campbell Sproid arris; mus July 14,

Jack Harris; muon, viewed July 14, 53, Running time, \$8
MINS.

MINS.

Durrisdeer Errol Flynn

Gon Francis Burke Roger Livesey

Henry Durrisdeer Anthony Steel

Lady Allson Beatrice Campbell

Jessle Brown Yvonne Furneaux

Lord Durrisdeer Felix Aylmer

MacKellar Mervyn Johns

Mendoza Charles Goldnen

Bull Francis DE Welfe

Arnaud Jack Berthier

Martanne Gillian Lynne

MacCauley Moultric Kelsall

Robert Louis Stevenson's "The Master of Ballantrae" provides a tailor-made vehicle for Errol Flynn, it's a Technicolored swash-

iriym. 11's a Technicolored swash-buckler that should rate a satisfactory playoff, since the type of story, in combination with Flynn's name, augurs well for its release chances. Picture was filmed overseas, mostly in Scotland, and the backgrounds are a colorful addition to the period values and escapism of the Warners presentation.

Commercial and exploitation values of the production are good, and they are unfolded under William Keighley's direction with the kind of action that usually rates attention from the average filmgeer, even if by-passed-by most critics. Character development, in the ploiting, is elementary, without much shading, but the movement is brisk and the handling gets the most out of the Herb Meadow script and the competent cast to sharpen the romantic values of the 18th century adventure yarn.

Flynn's customery heroics are brought off with debonair dispatch, whether it's wooing the girls duelling or engaging in mass battle. He's seen as Jamie Durrisdeer, heir to the Scottish estate of Ballantrae, who joins a Stuart rebellion against the King of England, becomes a fugitive after the rebels are put down and flees to the West Indies with Irish adventurer Roger Livesey, believing he had been betrayed to the British by his brother. Anthony Steel. In the tropics, the doughty pair outwit pirates, escape with enough wealth to enable them to return to Scotland, where Flynn expects to revenge himself on his brother and marry Beatrice Campbell. Instead, believing Flynn dead, she's become engaged to the brother. Eventually, the family misunderstanding is righted, Flynn again escapes the British and takes off for the new world with the girl and Livesey.

Livesey is colorful and humorous as Flynn's chief partner in the swashbuckling. Miss Campbell is graelous and beautiful as Lady Alison. Yvonne Furneaux, a girl with whom Flynn pitches some extra curicular wooing, and Gillian Lynne, a pirite's dancing girl friend, also provide femme beauty. Miss Lynne's dance, in a gossamer blouse, will draw close male s

there's an occasional loss of picture, most notably when a ship goes sailing along with only its sails showing. If to be given wideangle screening, as at the preview, this scene and several others should be trimmed. Costumes, settings trimmed Costumes, setting and background music are all good. Brog.

So This Is Love (MUSICAL-COLOR)

Musical biopic of Grace Moore, pleasingly played and sung by Kathryn Grayson; good b.o. generally.

Hollywood, July 17.

release of Henry Blanke proars Kathryn Grayson; feature in, Joan Weldon, Walter Abe DeCamp, Jeff Donnell, Douglated by Gordon Douglas. Screen Manks. Jr.; based on Grae ind by Gordon Douglas. Screen in Manks, 17; based on Graes utoblography; camera (Technibert Burks; editor, Folmar musical numbers staged and y LeRoy Prinz; musical direct. Heindorf; musica adapted by Prevewed July 10, 53. Run-100. MINS. Joan Wetdon
Watter Abel
Rosemary DeCamp
Jeff Donnell
Douglas Dick
An An Dran
Man Dran
Man Dran
Manbel Albertson
Fortunio Bonanova
Marie Windsor
Norsen Corcoran
The Szonys
Lillian Bronson
Ray Kellogg
Roy Gordon
Moroni Olsen
Mario Siletti
Charles Meredith
William Boyets Stokley n Dyke

An 11-year span in the life of Grace Moore, the late opera and film star, gets a semi-biographical treatment in this Warners presentation. It is an excellent musical,

beautifully played and sung by Kathryn Grayson, that will please, most audiences, and may catch on for good business generally. The story could have used a strongermale interest, with a name matching Miss Grayson's, to bolster romance values and b.o. prospects, but it still deals out a good hand of entertainment for viewers.

The tasteful production presentation by Henry Blanke bases its episodes on fact drawn from "You're Only Human Once," the Grace Moore autobiography published in 1944, but makes no attempt to be a strictly correct biopic. Career highlights span the period between 1917 and 1928, from the time Miss Moore was a teen-aged Jellico. Tenn., choir girl singing "Christ the Lord Has Risen Today," until she made her successful Metropolitan Opera debut singing the role of Mimi in "La Boheme."

Miss Grayson's fine lyric soprano Miss Grayson's fine lyric soprano rises to all song occasions, whether hymn, pop or classic. She is sock in singing the beautiful "La Boheme" finale, and just as engaging, in a different way, while giving a vocal and physical demonstration of "I Wish I Could Shimmy Like My Sister Kate." Soothing to the ear are "Waltz Song," "Voi Che Sapete" and "Jewel Song," and in a more pop vein, "The Kiss Waltz," "Time On My Hands," "Tickle Toe" and "Ciribiribin."

The John Monks, Jr., screenplay rates excellent direction from Gordon Douglas. His guidance plays the episodic development for human interest, so that the sequences are alive. An early flashback establishes Grace Moore as a nonconformist, even as a child; then deals with the period when she persuaded her father to let her study music seriously. Later, she runs away to N.Y., sings briefly in a night club, misses her first chance at a musical show, gradually moves up the success ladder to become a musical star and then gives it up to tackle grand opera. Such true-life figures as Mary Garden, Dr. Marafioti, Arnold Reuben, John McCormack. Otto Kahn, Gatti-Casazza and George Gershwin are seen briefly and are competently played by character performers.

A brilliant standout, aside from

A brilliant standout, aside from Miss Grayson's singing, is the mu-sical number featuring the Szonys. Mery Griffin, band vocalist turned quality and the natural appeal of the film are the natives enacting natives.

Music Is an Important part of the production, both in the native minors, recorded in the islands, where all of the lensing took place, and that cleffed by Dimitri Tiomkin. Latter did the haunting title song, sung by Kitty White and heard intermittently throughout. A standout among the native dances and dance the natural impulse towards amour among file the islands. It had a more than a mong the native dances and dance the natural impulse towards amour among file the islands. Winton C. Hoch's Technical and dance the natural impulse towards amour among the the islands. It had been the natural impulse towards amour among the the islands. It has been the natural impulse towards amour among the the islands. It had been the natural impulse towards amour among the the islands. It had been the natural impulse towards amour among the the islands. It had been the natural impulse towards amour among the second fitting to the show, if not to lands. Winton C. Hoch's Technical contributed adout the period. Jack Cardiff's color photography is beautiful. Iensing is excellent. However, color photography is beautiful, lensing is excellent. However, color photography and the other secas settings perfectly.

Brog.

Infern (3-D—COLOR)

Fairly interesting 3-D meller in color with okay b.o. pros-pects generally. Robert Ryan, Rhonda Fleming, William Lundigan to swing top-of-the-bill bookings. Lundigan to a bill bookings.

Hollywood, July 18.

20th-Fox release of William Bloom p duction. Stars Robert Ryan, Rhonda Fle ings. William Lundigan; featings Larkeating, Henry Hull, Carl Betz, Roberton. Directed by Roy Baker. Writt by Francis Cockrelli camera (Technicoli by Handiga Rahardi; editor, Robert Simps Robert Ryan

ce red Parks en

Waitess Barbara Fermine
Lee Dan White
Fred Parks

Three-D and Technicolor are
used effectively to make this suspense melodrama a fairly entertaining entry with okay prospects.
In its playdates. Film, announced
as 20th-Fox's first and only 3-D
presentation, has the familiar
names of Robert Ryan, Rhonda
Fleming and William Lundigan to
swing top-of-the-bill bookings generally.

It's a romantic triangle that
springboards the plot of how a
rich, spoiled man finds himself
when left to die on the desert by
his wife and her lover. The regeneration occupies most of the
footage and has a tough drive, well
projected by Ryan, that manages
to hold the interest despite the
preoccupation of the film with too
much of the difficulties through
which the hero has to labor.

Playboy Ryan is left to die of
thirst and a broken leg by Miss
Fleming and Lundigan while on a
prospecting trip. Driven by a destre to defeat their murder plot
and get revenge, he finds resources within himself to conquer
the burning heat, the bitter cold
and other dangers of a laborious
painful crawling across sands and
up and down canyons. Climax
comes when, although still with a
broken leg, he bests Lundigan in
a fight in a remote prospector's
cabin.

Backing Ryan's excellent work
is that of Miss Fleming and Lundigan, plus major acting assists from
Henry Hull, old prospector; Larry
Keating, Ryan's excellent work
is that of Miss Fleming and Lundigan, plus major acting assists from
Henry Hull, old prospector; Larry
Keating, Ryan's business manager,
and Carl Betz and Robert Burton,
officers directing the search for
the missing playboy.

Roy Baker's direction of the
Francis Cockrell screen story accents the forceful drama capably
and William Bloom's production
supervision is well-polished There
are no obvious 3-D tricks in the
excellent photography by Lucien
Ballard, the few flying objects being tied in naturally with the story
and treatment. The Paul Sawtell
score, directed by Lionel Newman,
is an asset.

Brog.

I, the Jury

Wordy private-eye murder thriller, with exploitation val-ues in 3-D and Mickey Spil-lane reputation for hardboiled

Hollywood, July 20

Hollywood, July 20.

United Artists release of Victor Saville oduction Introduces of Victor Saville oduction Introduces Biff Elliott, featers Preston Foster, Peggle Castler, Marset Sheridan, Alan Reed, Directed by Arry Essex, Screenplay, Essex, from the ickey Spillane novel; camera, John Ilon: editor, Frederick Y, Smith music, ranz. Waxman, Previewed July 17, 53, unning, time. 37 MINS.

Biff Elliother States of Margare Sheridan Castle Manning, Peston Foster Castle Ca a ge Kalecki ...

Mike Hammer, Mickey S. illane's hardboiled private eye, who has a big following among pulp fiction readers, makes his bid for a screen following in "I. the Jury," initialler of a series Victor Saville will produce for United Artists release. The takeoff is a wordy murder melodrama, with sex overtones, that has good exploitation values in the use of 3-D and the Spillane fiction reputation.

Harry Essex both directed and wrote the presentation from Spillane's novel of the same title. The sus nse element is not too strong, but such ingredients as brutal mob strong boys, effete art collectors Mike Hammer, Mickey Spillane's

but such ingredients as brutal mob strong boys, effete art collectors with criminal tendencies. soxy femmes with more basic tenden-cies, and a series of unsolved kill-ings, are mixed together in satis-factory quantities for the undis-criminating entertainment seeker. (Continued on page 20)

OPS TO VIDPIX SELLERS: 'SCRAM'

N.J. Exhib Hypos B.O. With Cut-Price [XHIBS NIX ANY Store Goods, Soothes Ruffled Dealers

Dish, night" and free silvere to the ladies have been imred upon by Sid Stern, operaof the State Theatre, Elizabeth,
J. These time-honored boxofstimulants, usually distributed
outrons cuffo by the exhibitor,
e been supplanted by weekly
gain" merchandise for a cash

patrons curso by the exhibitor, we been supplanted by weekly argain" merchandise for a cash isideration.

Idea behind the plan, Stern extined this week, is that not by is attendance encouraged by allability of quality merchandise a lower price than elsewhere, the theatre itself makes a offit on sale of each article. Over past three months, the States erings have ranged from Easterms to nylon stockings.

As might be expected, some opsition was encountered from lomerchants who complained out price cutting. However, ern said in the case of the nystockings he squared a hoslery po's beef on "unfair competin" thusly: "After all, this barn (about 30c less than the re's price) is only for a week women are satisfied with the and, they'll be willing to pay: difference and make future rchases at your store."

Bestsellers were the nylons and me TV-beer glasses. Latter, ern recalled, sold in most chain ligstores at eight for about \$2. t, he added, the State marketed in portice of the profit.

m for \$1.45 and still made a e profit, Human psychology puzzles Stern

Human psychology puzzles Stern. In a tieup with a nearby Gulf Oil ealer, he aranged a certificate ale whereby if a State: Theatre atron bought a voucher for \$2. e could redeem it at the Gulf tation for 10 gallons of gas, or a lear saving of 67c at the prevailing price of regular gas.

Curiously, comparatively few tate customers availed themselves f this offer. Stern, however, hinks it a meritable piece of pronotion and plans to try it again ometime. Gulf dealer went for the plan on the theory that if 100 ecople presented cetificates for as, he might retain 10 as regular ustomers.

he migna-omers. ern looks upon his merchan-ng as charged with all kinds of sibilities. He's even mulling of cutrate jewelry and sale, of cutrate jewery and watches. Who knows, he says, the theatre of today may become the department store of tomorrow? State's bargains, incidentally, are spotlighted to patrons via trailer messages and lobby displays.

Bally for Chi Cinerama Bow So Hot, They Order Seats for Next Winter

Chicago, July 21.
Concentrated promotion is leadg to heavy advance ticket sales
r. Cinerama, bowing here at Concentrateu promiser de la consentrateu promiser en consentrateu promiser en consentrateu en

nth.

ladio and TV are chiefly being led upon for explotation. Midst preem will feature a remote kup by NBC locally, with led on the led of the

Cinerama is also buying radio me for the premiere, with a tape ckup skedded from in front of e Palace, Lee Bennett working e remote mike. AM version of e festivities will be aired on MAQ the next evening. Chi Cinerama is erecting its three ojection booths on the mezzanine our instead of on the main floor

floor instead of on the main floor, as theatres in N. Y., Hollywood and Detroit have done. Local staff has (Continued on page 17)

Philly Patrons Get 3-D Permanent' Polaroids

Philadelphia, July 21.

Philadelphia, July 21.
The AB-PT Tower, located in the 69th St. section of Upper Darby, is conducting a new experiment. The house is giving its patrons permanent polaroid glasses of an improved type distributed by National Screen Service.

Jay Wren, division manager, says that the theatre has the "utmost confidence in its patrons, and believes they will bring the glasses with them time after time to witness future 3-D features properly."

'Okla.' to Roll By Fall, Sez Todd

Coast this week, says Mike Todd in denying prior reports that the Rodgers & Hammerstein musical wouldn't roll until next year. Todd, who flew in from the Coast and after a brief stopover

ber." Todd returned east yester-day (Tues.) and left again for the Coast. He expects to be back later this week and may then go to

production for the production are the first now Indoor sequences will follow in the late fall and outdoor shots that have been missed will be taken in early spring of '54.

Chi 'Miracle' Ban Ruling Called Big Step Towards **Ending Pix Censorship**

Judge Harry Fisher's ruling in Circuit Court that the banning of "The Miracle" is illegal here has been called "a great step forward toward ending film censorship in Chicago, once and for all" by five attorneys representing the American Civil Liberties Union.

Their public statement, made immediately after the court's decision, denounces the city censorship ordinance, in that it "clearly violates the free speech and free press provisions of the Finnt Amendment."

want to see, rather than having a police captain making the decision for them."

Civil Liberties petition had re-quested the city ordinance to be declared unconstitutional but

a cross-appeal against that

any terms, according to indie distribs in N. Y. trying to peddle them. Attitude of the theatre ops is that it would be an insult to their patrons to book a pic which some might already have seen on the air.

"If anyone comes around with such a proposition he'll

fare better in attempts to ge theatrical exhibition abroad

into theatrical exhibition abroad.

Indies turning out TV pix have been encouraged by reports that British exhibs would be willing to buy up all U S exports of that type film, to keep them from going on the British Broadcasting Corp.'s TV network. While the proposition isn't being taken seriously, it at least indicates a basic willingness to book such product.

An indie who was trying to sell TV films to theatres said the idea

door situations, the outdoor (Continued on page 17)

3-D Specs Make Kiddies Fidgety; Make 'Em Fit, Sez Ozoner Exec Ezell

Associates, ozoner operators in the state, claims that present polaroid viewers cannot be made to fit chil-

He urged that special viewers for the youngsters be developed as quickly as possible, as it "is through the youngsters that drive-in theatres derive a great amount of their, business."

ot their business."
Ezell pointed out that youngsters quickly tire of using the viewers made for grownups and start getting fidgety after awhile, and then start to nag their parents to the extent that the evening is spoiled for everyone.

Briefs From the Lots

Sol Halprin signed a new pact as executive director of photography after 37 years with 20th-Fox Crane Wilbur bowed out as director of "Riot in Cell Block 11" at the change of differ-Artists because of differ-of opinion in handling the

script.

Ben Pivar sold his interest in the Independent Film Library to his partner, Norman Cert, and will devote his full time to film pro-

his partner, Norman condevote his full time to film production. Andre de Toth will direct Warners' "The Bounty Hunter," with Marie Windsor playing opposite Randolph Scott. Tommy Walker, USC bandleader, drew a role in "Hell and High Water" at 20th-Fox.

Dore Schary and Pete Smith commended by the Treasury Dept. for production of the short subject, "Cash Stashers." Metro's "Gypsy Colt" troupe left for five days of filming in the Mojave Desert. Mary McLemore makes her screen bow as a pioneer woman in Wayne-Fellows' "Hondo."

Norma Nevens makes her film

bow in Metro's "Rhapsody," produced by her father, Lawrence Weingarten ... Warners assigned Paul Picerni to a key role in "The Bounty Hunter."... Edward Small (Continued on page 17)

'Quota' Pix Mixup Irks U.S. Majors, Leads 20th to Drop British Prod.

C'Scope to Double Width Of Pix Image: Lichtman

twice the width" of the present age and at least the same hely along with stereophonic sound. Lichtman, 20th-Fox director of tribution, said this last week letter accompanying a brochure surveying theatres for Cine Scope. Technical manual Scope. Technical manual was mailed to exhibs and equipment

ipply houses.

The 20-page booklet provides ails of CinemaScope equipm uch as the lens, aperture, ser

East Pic Lab Plug **Via Film Credits**

group to seek recognition via screen credits. Aim to acquaint the public with the labs and their activities is part of a program adopted in N, Y, last week (16) by the Assn. of Cinema Labora-

Group also determined to sparl Group also determined to spark membership drive almed particularly at Technicolor and the so-called "captive," company-affiliated labs. Association currently has 19 members and has made a number of approaches to get TC into the fold.

Neal Keehn of the Calvin Co., Kansas City, last week was named prexy as the lab org set up a permanent state of officers. John Stott.

of DuArt, N. Y., is veepee in charge, of publicity and engineering; George Colburn, Chicago, was picked as treasurer and Byrom Roudabush, Washington, secretary.

Program for the year also includes organization of credit into exchange, setup among the labs.

exchange setup among the law various engineering projects at a plan to investigate various methods aimed at insuring col process compatibility.

Twin City Ops May Nix Theatre Telecasts Of Notre Dame, Hoop Games

Amusement

ger, is one of the owners of Minneapolis Lakers profess (Continued on page 61)

000,000 accrued to them under Eady plan for 1952-53, hey managed to work practically of that coin out indirectly. As sult, Americans are now faced the possibility of the British p ing to guarantee remittance of fu ture Eady money.

Jersey Theatres Reopen As City Feud on Burley **Showings Is Settled**

Long Branch, N. J., July 21.

Adjustment of a dispute between theatre operator Walter Reade and the local administration resulted in reopening of the Paramount and Strand Theatres Saturday (18). Reade closed the two houses on July 7 following a month-long controversy with the City Commission over introduction of burlesque at the Paramount.

Par's screen and a twin bill fured at the Strand, the rival can appear to view the long rumpus a closed matter. In fact, Ma' Alexander Vineburg has pled cooperation with the Reade loof

ACT Asks BOT To Stop U.S.-Backed Brit. Pix From Sharing in Eady Coin

London, July 21.

A request was made to the government last week to stop Yanksponsored British productions from collecting their share of the Eady fund. The Board of Trade was requested to revise the quota regulations and thus end the "anomaly" of a British subsidy being partially diverted to aid foreign-controlled companies. Under the arrangement approved by the president of the Board of Trade, all pictures registered as British quota are eligible to draw their percentage of the Eady revenue and, on its current distribution, it, adds tipwards of 40% to the donestic British gross, Provided that U.S. majors which film in Britain observe the regulations of the 1948 Films Act, all their productions that qualify for quota are automatically eligible for Eady coin. It is felt in some trade circles that this is something of a departure from the original conception of the Eady subsidy because it could lead to the diversion of currency designed basically to aid the British studio industry. Under the Anglo-American Film Agreement, for example, some U.S.

of currency designed basically to aid the British studio industry. Under the Anglo-American Film Agreement, for example, some U.S. film companies have converted their Eady proceeds into dollars.

This point of view was put to Harry Strauss, parliamentary secretary to the Board of Trade; last week by a deputation from the Assn. of Cine Technicians in line with a resolution passed at its last annual meeting.

Added point is given to the union claim by virtue of the fact that the output by Hollywood majors in

claim by virtue of the fact that the output by Hollywood majors in Britain includes some of the top grossers. Metro hit the jackpot with its Elstree production of "Ivanhoe" while the RKO-Disney live-action version of "Robin Hood" was in somewhat like category. WB also did well with "The Crimson Pirate."

also did well with the Charles."

In the last few months there has been an upsurge of Yank-promoted British films, including the entry of Columbia with a trio of Alan Ladd starrers and the Republic deal with Herbert Wilcox for six films.

films.

Representations have also been made to the government by the ACT in support of its policy decision not to process foreign pix which have been dubbed abroad. The union at the same time rejected an appeal by Sir Henry Erench, director-general of the British Film Producers Assn. for lifting the ban According to the union 65 dubbed-Italian films were waiting "to be dumped into Britain" the moment the ban was raised.

ised. In its overtures, ACT urged a evision of the Films Act to give the same protection as was granted in continental countries.

Irish Pix Group Lauds 'Gorki': Juves Rate 'Waltz' And Whodunits As No. 1

Dublin, July 14, Irish Film Society rated "The Childhood of Maxim Gorki" as

Childhood of Maxim Gorki" as tops of screening list in past year, with Jap-produced "Rashomon" second, and Italian "Domenica d'Agosto" third.

"Bicycle Thieves" (Italian) topped the commercial screenings, according to Society's longhair poll; "Death of a Salesman" (Col). "Sound Barrier" (British Lion) and "Corr (Barrier)" (British Lion) and "Corr (Barrier)" (Col).

New Folies Bergere Revue Set for London

London, July 21.
A new Folies Bergere revue opens at the Prince of Wales, Sept. 24, replacing the current production, "Paris to Piccadilly," which folds Aug. 22 after nearly 1,000 performances. The new production, tentatively titled "Pardon My French," will star local comic Atwell.

Atwell.

After its closure, the current

Valdes Set for Bogota; **Ballet Concerts Scores**

Ballet Concerts Scores

Bogota, July 14.

Miguellto Valdes will make his debut at this Colombian capital July 27, at Radio Nueva Granada. He'll be here for four weeks, with options. McConkey Artists Corp. set the deal.

Another McConkey attraction. Ballet Concerts, opened here last Thursday (9) at the Teatro Colon to a boff reception, with President Rojas Pinillos and the diplomatic corps in attendance. Bogota Symphony Orchestra accompanied the hallet troupe. Troupe is here this week, then fills dates in additional Columbian cities before going on to other South American countries.

Jap Clients Beef On High TV Cost

Tokyo, July 14.

Big business in Japan is balking at advertising rates on television. The country's first commercial-skein, the Japan Television Broadcasting Network, scheduled to begin operations Aug. 1, is still looking for program sponsors with only a handful corralled so far, most of them cosmetic and pharmaceutical companies. Larger firms, including department stores, largest buyers of radio time, are stalling, or applying only for spot comapplying only for spot com-

mercials.

Japan Television wants about \$350 for 15 minutes, not much more than the \$266 asked for radio time. Other expenses, however, would bring the sponsor's total outlay for the quarter-hour of TV to about \$1,400 as compared to a total of only \$400 for a radio program of the same length.

gram of the same length.

A survey conducted by the government, subsidized Broadcasting Corp. of Japan (NIIK), which began four hours a day of telecasts in February, showed only 2,177 television receivers in operation at the end of May, with the number expected to rise to 3,000 by Aug. 1.

Meanwhile, Japan Television has received a steel antenna from RCA which it will install on its recently completed towers.

CEA in Move to Halt **Admission Price Cuts**

London, July 21.

Any theatre operator who wants to cut his admission prices may, in future, have to advise the Cinematograph Exhibitors Assn, of his intention. This is the immediate sequel to the "unilateral action" taken by Associated British Cinemas earlier this month when they reduced the top admission prices for about 100 of its picture houses. If a proposed new CEA rule is put into effect, exhibitors will be compelled to give the association a two-week notice of the intended change to enable competing theatre operators to discuss the development. A suggestion to this effect is being circulated to CEA branches. to cut his admission prices may, in

branches.
The CEA action follows a meet "Sound Barrier" (British Lion) and carrier (Cry, the Beloved Country" (Col), in next three places.

Juvenile audiences voted "The officer with ABC toppers who forcat Waltz" as tops, with Robert Flaherty's "Louisiana Story" at bottom of the list. Moppels were made, but on the understanding unanimous in voting detective pix their favorite story line. officers with ABC toppers who agreed to advise the organization before any further price cuts were made, but on the understanding that other cinemas agreed to do the same. If others declined, the circuit would feel at liberty to purpose the company without conits own course without con-

Madras, July 14.

All-India Cine Technicians Assn. decided to hold a separate unofficial film festival early next year, with films drawn from every film-producing country in the world. Festival also will coincide with Conference of International Film Technicians.

Attempts are being made hold the festival

Attempts are being made to presentation opens a South Afri-hold the festival during Christmas can tour. Norman Wisdom, who ahead of festival being planned by stars, will not be joining the unit because of film commitments.

First Spanish 3-D Pic

Tilst Spanish J-V 1 to Madrid, July 14.

The first Spanish 3-D pic, in Cinefotocolor, a local color system, is being produced here by Suevia Films-Cesareo Gonzales. Titled "The Tyrant," this musical is directed by Juan de Orduna and stars Paquito Rico. Suevia Films produced 16 pix in the past year but eight have not been exhibited so far.

Cesareo Gonzales will be the ace Cesareo Gonzales with the the asson, with the largest number of films set, in-cluding some to be co-productions with Maria Felix, Lola Flores and Mexican starlet Miroslava.

Bastille Day Produces Usual Paris Festivities, Rain Aiding Show Biz

The Bastille fell 164 years ago and rain fell last Monday and Tuesday (13-14), to mar the festivities here. Earlybirds started dancing in the streets Sunday (12) as a prelude to the three-day merrymaking to celebrate the beginning of the French Revolution. the long weekend afforded by the holidays had Paris the center of both an exodus and an influx. Parisians headed for the hills, and provincials poured into Paris. The Folies-Bergere had a special matinee, and film houses benefitted by the rains.

the rains.

Most cates have a block party surrounding it here and jack up prices to cash in on this yearly bonanza. On the actual liberty day itself, July 14, there was a great military parade down the Champs Elysees with stands and buildings mobbed to ogle the passing military strength. Niteries were also in on the extra late crowds roaming Paris from the Butte Montmartre down to the Montparnasse district. Firework displays were set off at night.

St.-Germain-Des-Pres had its

St-Germain-Des-Pres had its usual trouble with the too exhuberant younger set who, in an excess of spirits, started throwing firecrackers into the crowd. Plenty of drinks were guzzled and food eaten as this three-day fun fest came to a wet end.

Italo Raw Stock a Pix Hypo to Arg. Producers

Buenos Aires, July 14.
Arrival of enough Italian raw stock to make 20 feature films is allowing Argentine producers to dust off plans for productions shelved for some time due to the raw stock dearth.

The Italian shipment includes Ferraniacolor, in quantity to make four tinters, the additional cost of which over black and white is \$30, 000 a picture. The Ferraniacolor system can be used with ordinary system can be used with ordinary cameras, requiring merely lighting changes and different laboratory methods, for which Alex Labs, which processes all local material, is already equipped to deal.

is already equipped to deal.

As usual, the government agencies have appropriated the lion's share of the stock for propaganda films and the military review of Independence Day (July 9). Other ceremonies, honoring visiting Chilean President Ibanez, will be shot in color by operators especially imported from Italy.

Vienna Marries 'Figaro' On Vidfilm for Tourists

On Vidfilm for Tourists

Vienna, July 14.

The Vienna provincial government has appropriated 150,000 schillings (\$5,700) for production of a film version of Mozart's "Marriage of Figaro", as performed in the open air it Schoenbrunn Castle during the recent Vienna Music Festival. Pic is to be offered for TV use as a tourist plug for next year's Vienna events. Austrian government tourist bureaus will handle bookings, presumably free to transmitters in the US. England and anywhere else that video is usable. This is to include north Germany by next spring.

"Figaro" will run 50 minutes on film. Music will be by the Vienna Philharmonic, with "first-string singers" from State Opera in the leads. Oscar Fritz Schuh is named as artistic director, with direct december 150 director.

as artistic director, with Albert Quendler, documentary film director, megging. Elio Carniel is camieraman,

French-Italian Film Co-Production In Heavy Upswing; B.O. Payoff

'Pacific' Smash Preem In Sydney Tips Longrun

Sydney, July 14.

Sydney, July 14.

After a 10-month run in Melbourne, "South Pacific" preemed here at the Empire for J. C. Williamson with a smash opening. Show looks to run a year in this key spot. Some of the newspaper crix were divided in their opinions but the majority gave the show good reviews. Despite any slight panning by a few reviewers, "Pacific" should give the Williamson management its biggest boxoffice in a decade.

Williamson gave the show a lavish mounting under the direction of Charles Atkin. Cast is headed by Mary La Roche and Richard Collett, with Virginia Paris and Leonard Stone in the featured roles. All scored solidly with the socialite firstnight audience.

General opinion here is that "Pacific" is the best thing America has given Australia since lend-lease.

Aussie Exhibs See Action Pix Dearth

Sydney, July 14.
Second half of the year here sees a market downbeat in solid action pix for the middle-class houses, where action fare is the major drawing card according to key exhibitors in Down Under ter-riltory.

Some indication of the action

Some indication of the action product dearth is seen in the playdating of pix simultaneously in uptown and downtown houses in first few weeks of July. This policy will continue until more such product is available from Hollywood. One circuit in the city, for example, is finding the going tough to cover five action houses presently with product available. Patrons only go for the U.S. meller fare in such situations. British producers send little product of this type to the territory, and what does come here is mainly used as supporting feature on class British bills.

In this South Pacific zone, dual bills continue the most popular, Result is that takes a lot of prod-uct for an average two week-run

uct for an average two week-run in a year's span.

The general run of Aussie exhibitors are concerned over Hollywood reports of a production cut down by some major producers covering all types of product for the balance of 1953. Few suburban and country exhibitors here have got 3-D equipment installed first, because of the cost, and second, because of the failure of 3-D to do well in key situations.

Brit. Extras' Strike Over: **Pinewood Closing Nixed**

London, July 21.

A 12-day-old strike of extras, which had affected production of both Metro and the Rank Organization, was settled today (Tues.).

Work is scheduled to be resumed

zation, was settled today (Tues.) Work is scheduled to be resumed tomorrow on terms agreed upon between the unions and producers. Settlement provides for increased wage rates to be granted some 119 extras on Metro's "Knights of the Round Table." Compensation for the remaining 100 is to be decided by arbitration. In addition, the agreement calls for withdrawal of a British Film Producers Assn. blacklist.

Previously, the Rank Organization had given notice to its entire Pinewood staff in anticipation of its inability to continue production because of the extras strike. However, these notices have now been automatically withdrawn.

BFPA Nixes Kid Pix Distrib

London, July 21.
Although taking the lead in ne-Atthough taking the lead in negotiations a new grant for the
Children's Film Foundation from
the Eady fund, the British Film
Producers Assn is resisting a proposal that two CFF pix, made specifically for kid matinees, he given
normal distribution.

Paris. July 14.
Italo delegation, headed by Nicolas de Pirro, is here to work out the new Franco-Italo pic accords with an emphasis on co-production. Feeling has been growing here that the only way to allow for hig spec production, which is the type paying off b.o. wise here, is hy a pooling of backing to allow for highudgeted pix. The top grossing "Fanfan La Tulipe" and "Don Camillo," both Franco-Italo efforts, have added weight to this feeling. New pacts will probably add impetus to the already big co-production boom here.

Top companies engaged in this

Top companies engaged in this unified production activity and mified production activity are franco-London Film and Lux, whi Rizzoli Productions having a log part of the production nut. Franco-London is just finishing "Destinces," a three-sketch pic that bundles names into what looks like a lucestic package with Claudette.

tinees," a three-sketch pic that bundles names into what looks like a lucrative package, with Claudette Colbert, Eleanor Rossi-Drago, Michele Morgan and Martine Carol. Franco-London also has the new Max Ophuls pic, "Madame De with Charles Boyer, Danielle Darrieux and Vittorio De Sica as a trio of potent names for US marquees. This sophisticated comedy of love and manners looks like a likely art house entry. Also on the agenda is "Le Ble En Herbe," with Edwige Feuillere, a Julian Duviver pic, "L'Affaire Maurizias," "French Cancan", and "Charmants Garcons," a looksee at predatory males by Christian-Jaque.

Lux is also in with big co-productions, such as Marcel Carne's recently-completed "Therese Raquin," from the novel by Emile Zola, with Simone Signoret and Raf Vallone, 2nd "Nina Petrovana," a big costumer, Carmine Films has made "Sans Amour" ("Without Love"), a three-sketch film on juvenile delinquency. Ariane-Rizzoli is in the shared profits planwith a big color spec, "Lucrezia Borgia," with Martine Carol and Pedro Armendariz, Ariane also has the big grossing sequel to "Don Pedro Armendariz. Ariane also has the big grossing sequel to "Don Camillo," "The Return of Don Camillo," that is now cleaning up

Camillo," that is now cleaning up here.
Columbia is taking a series of French pix for worldwide distrib. The Columbia seal is on Max Ophul's three-sketch pic of Guy De Maupassant sfories, "Le Plaisir," the Erich von Stroheim starrer, "L'Envers - De Paradist" ("The Other Side of Paradise"), the "Last Night," with Jean Gabin and Madeleine Robinson, "Julietta," with Jean Marais, and "Le Portrait De Son Pere," with Jean Richard.

Yank Film Preems Way Off in Berlin As Heat Trims Biz; 'Quiet' Loud Berlin, July 14. As usual for the summer months,

As usual for the summer months, the number of big pix preems currently is way off. And, with the heat, the American film launchings have dipped. Outstanding U. S. film to preem is "Quiet Man" (Rep) at the Marmorhaus. Reviews ranged from standout to good.

ranged from standout to good.

But local crix picked "Miracle of Milan," released by RKO at the KIKI, as the best current pic. An outstanding launching was that of "One Calls It Love" at Delphi Palast, but it drew lukewarm reviews. John Reinhardt directed while Peter Berneis did the scripting. Both originally came from Hollywood.

Inclination of exhibitors to hold back launching big Yank pix in the summer stems from their de-sire to save top product for more favorable boxoffice weather.

Big W. Berlin Cinema Swings to 3-D Films

Berlin, July 14.
Filmbuehne Wien, one of the largest preem houses here, is currently undergoing a complete renovation, including the most modern facilities for handling several week terms of 3-D pix. Filmbuehne Wien is so far the first big 3-D cinema in West Berlin.

Plans of businessmen here call for rebuilding the completely bombed out UFA Palast am Zoo and make it a super 3-D theatre.

progress report from

20

CENTURY-FOX

on

"as revolutionary as sound was to the silent movies!"—Los Angeles Herald-Express ..



It has been my privilege to witness at first hand some of the screen's most significant evolutionary advances. Each new development has brought to our business more prestige and added artistic luster. Each has served as a step to new heights of boxoffice prosperity for exhibitor, producer and distributor alike.

A few days ago, at our Hollywood studios, I enjoyed a ringside seat at the dawn of a brilliant new era in entertainment—The CinemaScope Era. The occasion was the screening of the first assembled versions of 20th Century-Fox's first two CinemaScope productions in Technicolor, "The Robe" and "How To Marry A Millionaire."

Seeing CinemaScope put to practical use in full-length features is an exalting experience: On our Miracle Mirror Screen, through the magic of the anamorphic lens, it staggers the imagination and dwarfs the entertainment giants of the past with its overwhelming splendor and technical superiority. Now, through its panoramic range and sweep and the intensity of its dramatic impact that makes the audience participants in the action without the use of glasses, the motion picture truly has come alive.

CinemaScope opens brilliant new horizons for the motion picture industry. It establishes a blazing new standard for entertainment, and I am convinced that it cannot fail at the same time to create the greatest audiences in the entire history of the screen.

CinemaScope opens new vistas for producers, directors, actors, writers, photographers, technicians, to evolve and create greater motion pictures than ever before.

Over the years, 20th Century-Fox has spared no effort and no expense in the pioneering and development of new techniques to meet exhibitor needs and public demand for ever-fresher, ever more exciting entertainment. Now, once again, these tremendous investments, and the vigilance and application of a brilliant research department, have borne rich fruit in behalf of our industry.

You are familiar with the unprecedented and unanimous acclaim accorded Cinema Scope by exhibitors, producers, technicians and representatives of the world-wide press through the demonstrations in our own country and the European showings inaugurated in Paris, London and other European capitals. You are aware of the tremendous exhibitor response to this revolutionary new dimensional photographic medium from theatres of every size and shape. At press time, 20th Century-Fox has received over four thousand applications.

I am proud indeed to be associated with the company which fostered this modern miracle of the screen; Spyros P. Skouras, whose tireless efforts in behalf of progress led to his discovery of CinemaScope; Darryl F. Zanuck, who so quickly and comprehensively grasped its potentialities and brought it to stunning reality; and the other producers in our industry who have adopted it with the confidence that CinemaScope points the brilliant road to a future of unprecedented heights.

I am convinced that CinemaScope is an enduring milestone in the world of entertainment. Nothing you have ever seen compares with CinemaScope; nothing you have ever seen holds greater promise for a new and expanding prosperity for the motion picture industry.

Musican acc Al Lichtman, 20th Century-Fox

L.A. Still Stout; 'Feather' Fast 40G, 'Stalag' Good 15G, 'Wife' Mild 16G, 'Inferno' 22G, 'Cinerama' 36G, 12th

y steady extended-runs.

Estimates for This Week
everly Hills (SW), (1.612, 8060, — Stalag 172, (Part, Good,
6000 or near. Last weck with
ther unit.
os Angeles, Hollywood Paramit. (Ap-PT-FR-M), (3.300; 1.(3.5-4.50), — Charge Feather
er, (WB), Brisk \$40,000, Last
k, "Maze", (AA), (2d, wk), \$18.-

hew's State, Hawaii (UATC-5) (2.404; 1.106; 70-\$1,10)— am Wife' (M-G) and "Brave (T Gyy" (Indie). Mild \$16.000 week, State, Egyptian, "Trad-Horn" (M-G) and "Secucia", 1) treissues (9, days), \$16.000 aii. United Artists, "Sanga-

dest \$14,000. Last week with verly Hills, "Affair With ranger" (RKO) and "Iron Moun

'DESIRE' MILD \$7,200, BALTO; 'LILI' HEP 6½G

tributing to slim grosses here sweek. "Lili" opened okay at Playhouse but most new ense are showing little strength. Il Desire" is mild at Hipp. barge at Feather River" in its ond week at Stanley looks good comparison with current low 1880rs.

Century (Locw's-UA) (3,000: 20-0)—"Girl Next Door" (20th. Dim 6,800: Last: week, "Dangerous ken Wet" (M-G) (2d wk), \$9,600. Hippodrome (Rappaport) (2,100: 5-80)—"All 1 Desire" (U), \$7,200 ast week, "Let's Do It Again" (Vol. \$7,500.

Broadway Grosses

Estimated Total Gross
This Week \$645,800
(Based on 23 theatres)
Last Year \$423,500
(Based on 19 theatres)

'Maze' Great 9G, Omaha; 'Chance' 7

Brandeis (RKO) (1,100; 76-\$1) Second Chance" (RKO) ar Born to Saddle" (RKO). Fan

20(11), same. State (Goldberg) (865; 65-90)— "Moulin Rouge" (UA), Big \$5,500 after \$6,500 last week.

'Shane' Terrif \$15,000, Paces Prov; 'Desire' 8G, 'Feather' Fine 11G, 2d

'Shane' Terrif \$22,000, Seattle; 'Stalag' 9G

Estimates for This Week
Blue Mouse (Hamrick) (800; 9025)—"Lill" (M-G). Big \$6,000
st week, "Queen Is Crowned"
() (3d wk-6 days), \$2,800 at 65-

Liberty (Hamrick) (1,650; 65-90)
"Great Sioux Uprising" (U) and
Perils of Jungles" (Lip). Mild
5,000. Last week, "Shoot First"
"Phagnam from Space"

Shane' Sock 25G, Indpls.; 'Wife' 9G

'Chance' Hotsy \$19,000, Cincy Ace; 'Young' Mighty 17G, 'Feather' 7G

Young' Smash \$12,000 In L'ville; 'Arena' 15G

Hub Hotsy In Face of Heat; 'Chance' Hep 25G, 'Witch' 26G, 'Feather' 19G, 2d

Key City Grosses

Estimated Total Gross
This Week \$2,495,900
(Based on 23 cities, and 208 theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year \$1,958,750
(Based on 23 cities, and 191 theatres.)

'Squad' Giant 25G, Philly; 'Wet' 14G

Estimates for This Week

Arcadia (S & S) (625; 85-\$1.20)

—'Young Bess" (M-G) (3d wk) Oke

\$9.500. Last week, \$11.500.

Boyd (SW) (2,360; 50-99)—"Stalag 17" (Par) (3d wk). Good \$11,000. Last week, \$16,500.

Fox (20th) (2,250; 50-99)—"White.
Witch Doctor" (20th). Huge \$28,000. Last week, "Lone Hand" (U),
\$15,000.

Goldman (Goldman) (1,200; 5099)—"Vice Squad" (UA). Terrific
\$25,000. Last week, "Farmer Takes
Wife" (20th), \$14,000.

Mastbaum (SW) (4,360; 99-\$1.25)
—"Charge At Feather River"
(WB). Big \$23,000. Last week,
"Scared Stiff" (Par), \$16,500.

Midtown Goldman) (1,000; 6599)—"Scandal At Scourie" (M-G).
Good \$9,000. Last week, "Dream
Wife" (M-G), \$8,000.

Randolph (Goldman) (2,500; 99\$1,30)—"Let's Do It Again" (Col)'
(2d wk). Good \$10,000. Last week,
\$18,000.

Stanley (SW) (2,900) 65-99)—
"Dangerous When Wet" (M-G)-

118.000.

Stanley (SW) (2.900; 65-99)—
'Dangerous When Wet'' (M-G)
M-G), \$12,000. Last week, "Airena'
M-G), \$12,000.

Stanton (SW) (1.473; 50-99)—
Tha Vanguishad' (Pan)

Vanquished" (Par). Fai 0. Last week, "Last Posse \$9.500.

Trans-Lux (T-L) (500; 99-\$1.50)
—"Moulin Rouge" (UA) (20th wk).
Big \$7,500. Last week, \$8,000.

K.C. Perks Up; 'Chance' Great \$12,000, 'Vaquero' Fair 11G, 'Stiff' 8G, 2d

Kansas City, July 21.
iz is showing a slight upturn cond Chance" at the Missouring leader with great session quero" at the Milland looks but "Glory Brigade" in four

nd frame at the Met is also b Affair With Stranger" looms mi

Astor (B&Q) (1,500; 60-\$1.20—et's Do It Again" (Col) (3d wk) ir \$4,000 following \$6,000 for

Exeter (Indie) (1,300; 60-\$1)— "Queen Is Crowned" (U) (7th wkt, Oke \$6,500 following \$7,800 for sixth.

7all" (Col) (2d. WK), \$10.500.
Paramount (NET) (1,700; 50-90)
-"White Witch Doctor" (20th nd "My Heart Goes Crazy" (1e). Slick \$19,500. Last week Farmer Takes. Wife" (20th) and House of Darkness" (Indie), \$11,000.

500.
State (Loew's) (3,500; 50-90)—
'Story Three Loves' (M-G) and
'Bright Road' (M-G). Opened fair
Saturday (18). Last week, 'Dangerous When Wet'' (M-G) and
'Glass Wall'' (Col) (2d wk), \$6,500.

Frisco OK; 'Witch' Hot \$22,500, 'Vaquero' Trim 16G, 'Devils' Nice 12G

Estimates for This Week

Golden Gate (RKO) (2,850; 65-95)—"Sea Devils" (RKO) and "Below Sahara" (RKO). Nice \$12.000. Last week, "Desert Song" (WB) \$12,500.

Chi Stout; 'Inferno' Torrid \$60,000, 'Francis' Fast 20G; 'Feather'-Stage Sockeroo 50G, 'Song' Sturdy 15G, 2d

Chicago, July 21.

Loop tempo hasn't quickened visibly over the last week, but the pace is still brisk in most quarters. Of the new entries, only two are really smash. However, the long-runners are still drawing well.

Bow of "Inferno" at the Oriental is off to hot reception with socko \$60,000. "Francis Covers Big Town" coupled with "Column South" looks smash \$20,000 at the Roose-velt while reissue combo of "Body and Soul" and "Four Faces West" is trim \$10,000. at the Grand. "Charge At Feather River" still shefty with stageshow at the Chicago in second round. "Desert Song" and "Raiders of Seven Seas" looms big at the United Artists also on initial holdover week Still drawing heavily is "Moon Is Blue" at the Woods in fourth stanza. "Story of Three Loves" looms sprightly at the Monroe in the fifth. "Lili" continues perky in sixth week at the Ziegfeld while "Shane" still is great in seventh State-Lake round.

Estimates for This Week Chicago (B&K) (3,900; 98-\$1.25)—"Charge at Feather River" (WB) with Four Aces-Ella Fitzgerald onstage (2d wk). Sock \$50,000. Last week, \$73,000.

Grand (RKO) (1,200; 55-98)—"Body and Soul" (Indie) and "Four Faces West" (Indie). Reissue combo is okay \$10,000. Last week, "Hanna Lee" (Indie) and "Four Faces West" (Indie). Reissue ombo is okay \$10,000. Last week, "Hanna Lee" (Indie) and "Four Faces West" (Indie) (2d wk), \$10,000.

Monroe (Indie) (1,000; 55-98)—"Story 3 Loves" (M-G) (5t wk). Sock \$1,000. Last week, "Hanna Lee" (Indie) (3,400; 98-\$1.25)—"Story 3 Loves" (M-G) (5t wk). "Sock \$1,000. Last week, "Francis Covers Big Town" (U) and "Column South" (U). Wowler School Last week, "Lone Hand" (U) and "Law and Order" (U) (2d wk), \$16,000.

State-Lake (B&K) (2,700; 98-\$1.25)—"Shane" (Par) (7th wk). Fat \$20,000. Last week, \$20,000. Last week, \$5,500. United Artists (B&K) (1,700; 55-98)—"Mendel (3d wk). Fine \$4,500. Last week, \$720,000. Last week, \$20,000. Last week, \$5,500. United Artists (B&K) (1,700; 55-98)—"Read of Special Special Special Special Special Special Special Special Special

oods (Essaness) (1,073; 98-5----"Moon Is Blue" (UA) (4th Still brisk at \$27,000. Last k, \$32,000.

ek, \$32.000.

World (Indie) (587; 98)—"Seven
adly Sins" (Indie) (3d wk). Lush
500. Last week, \$7,000.

Ziegfeld (Lopert) (485; 98) —
ill" (M-G) (6th wk). Perky \$4,). Last week, same.

'Moon' Record \$15,000 Denver; 'Sioux' Big 27G

Denver, July 21.

Moon Is Blue" is packing the ddin to a new high here this ek, and is holding. Nearly as no were turned away as got in reat Sioux Uprising" is heading a fancy figure in two ozoners the Paramount. "Second reat Stoux Optising is heading, a fancy figure in two ozoners in the Paramount. "Second ance" looms lusty enough to win econd week at Orpheum. "Pickon South St." is good in two ations. "Shane" is doing so well third round at Denham it will y a fourth.

Estimates for This Week laddin (Fox) (1,400; 50-85)—oon is Blue" (UA). Record \$15-9. Holds. Last week, "Scandal at ourie" (M-G). \$6,000.

Sroadway (Wolfberg) (1,200; 50-85)—on Arena" (M-G). \$6,000.

Shane" (Par). (3d. wk). Fine 2,000. Stays week, \$9,000.

Shane" (Par). (3d. wk). Fine 2,000. Stays again. Last week, 3,000.

Denham (Cockrill) (1,750; 50-85)—onenyer (Fox). (2,525; 50-85)—

8,000 Denver (Fox) (2,525; 50-85)— Pickup on South St." (20th) and lafari Drums" (AA). Nice \$16,000. sts tweek, "Charge at Feather ver" (WB) and "Marksman" (AA).

.000. squire (Fox) (742; 50-85)— ckup on South St." (20th) and fari Drums" (AA), Good \$3,500. t week, "Charge at Feather er" (WB) and "Marksman" (AA),

Estimates Are Net

Film gross estimates as re-ported herewith from the variported herewith from the vari-ous key cities, are net; i, e., without the 20% tax. Distrib-utors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include the U.S. amusement tax.

'Bay' Thunderous \$15,500 ,Toronto

Toronto, July 21.Alternating heat waves and sympours are dampening biz ddly, but "Thunder Bay" looks nash at Uptown. "Jamaica Run" okay at two-house combo.

Estimates for This Week

is okay at two-house combo.

Estimates for This Week
Crest, Downtown, Glendale, State
(Taylor) (863; 1,059; 955; 698; 3560)—"Jack McCall, Desperado"
(Coll and "Kill Him for Me" (Indie). Good \$15,000. Last week,
"Beast 20,000 Fathoms" (WB) and
"Big Frame" (RKO), same.
Eglinton, University (FP) (1,080;
1,556; 40-75)—"Jamaica Run"
(Par). Okay \$11,000. Last week,
"Peter Pan" (RKO), \$12,000.

Hyland (Rank) (1,350; 50-85)—"
Moulin Rouge" (UA) (11th wk).
Oke \$5,000. Last week, \$8,000.

Imperial (FP) (3,373; 40-75)—"
Sea Devils" (RKO). Lean \$9,000.
Last week, "Pickup on South St."
(20th) (2d wk), \$6,000.

Last week, "Pickup on South St."
(20th) (2d wk), \$6,000.

Last week, "Pickup on South St."
(20th) (Anne Wet" (M-G) (2d wk). Okay \$9,500. Last week;
\$14,000.

Odeon (Rank) (2,390; 50-90)—"
"Titanic" (20th) (4th wk). Fine \$9,000. Last week, \$12,000.

Shea's (FP) (2,386; 40-75)—"Desert Song" (WB) (2d wk). Light
\$7,500. Last week, \$12,000.

Uptown (Loew) (2,743; 60-\$1)—"

'Sangaree' Lush \$13,000 In Pitt; 'Desire' Lively 5½G, 'Stalag' 10G, 2d Pittsburgh, July 21. Things seem to be perking up a

bit this week in the Golden Tri-angle, with the single holdover, "Stalag 17" at Penn also holding up well. "All I Desire" is doing a nice job for the Fulton. "Sangaree" looks okay at the Stanley as

Estimates for This Week
Fulton (Shear (1,700; 50-85)—
"All I Desire" (U). Tear-jerker
helped a lot by extensive space
for Lori Nelson during two-day,
stay here plugging pic. Strong \$5,500. Last week, "Girl Next Door"
(20th), \$5,000.

Harris (Harris) (2,200; 50-85)—
"Farmer Takes a Wife" (20th).
Apparently takes more than just
Betty Grable. Lean \$4,500. Last
week, "Let's Do It Again" (Col),
\$5,000.

Penn (Loew's) (3,300; 50-85)—

\$5,000.

Penn (Loew's) (3,300; 50-85) —

"Stalag '17" (Par) 12d wk). First h.o. here in a very long time, solid \$10,000 or over, on too of \$13,500 opening session. To the Ritz Friday (24) to continue downtown run.

Squirrel Hill (SW) (900; 50-85) — "Juggler" (Col). Fancy \$4,500, and it sticks, natch! Last week, "Tales of Hoffmann" (UA) (2d wk, \$1,500 in 6 days.

afari Drums" (AA), Good \$3,500 st week, "Charge at Feather ver" (WB) and "Marksman" (AA) (000.

North Drive-In (Wolfberg) (750 st, 85)—"Great Sioux Uprising" and "In Society" (Indie). Fine 1000-or near Last week, "Let's lit Again" (Col) and "Franchise fair (Indie). \$5,500.

Drpheum (RKO) (2,600; 50-85)— (Continued on page 22)) 11 (RKO) (Weaks at \$5,000, 50 st)

'SPLIT' STRONG 11G, ST. LOO; 'STIFF' 13G

St. Louis, July 21.

St. Louis, July 21.

There is only one new film here urrently at first-runs, and high, under temperature over weekend as resulted in nice turnstile activity. "Split Second," Jone new-tomer, shapes nice at the St. Louis, "Scared Stiff" still is top draw in tity, with fancy takings in second Ambassador round. "Charge at Feather River" and "Dangerous When Wet" are running neck-and-neck on initial holdover stanzas, Estimates for This Week.

neck on initial holdover stanzas,

Estimates for This Week

Ambassador (F&M) (3,00); 60-75)—"Scared Stiff" (Par) and
"Francis Covers Big Town" (U) (2d wk), Nice \$13,000 after \$17,-500 for first frame.

Fox (F&M) (5,000; 60-75)—"Charge at Feather River" (WB) (2d wk), Trim \$12,000 following \$18,000 opening session.

Loew's (Loew's) (3,172; 60-75)—
"Dangerous When Wet" (M-G) and "Glass Walf" (Col) (2d wk), Good \$11,500 after \$19,000 initial frame.
Pageant (St. L. Amus.) (1,000)

"Glass Wall" (Col) (2d wk. Good \$11,500 after \$19,000 initial frame. Pageant (St. L. Amus.) (1,000; 90)—"The Juggler" (Col) (2d wk). Fine \$3,500 after \$5,000 opener. St. Louis (St. L. Amus.) (4,000; 75)—"Split Second" (RKO) and "Night Without Stars" (RKO). Nice \$11,000. Last week, "Tall Texan" (Lip) and "I'll Get You" (Lip), 88,000.

Shady Oak (St. I. Amus.) (800; 90)—"Queen Is Crowned" (U) (2d wk). Fancy \$2,500 after \$3,500 first frame.

'Moon' Huge 17G, D.C.; 'Wet' Hep 25G

Washington, July 21,
Despite the heat business has
been strong in midtown houses
this week, with "Dangerous When
Wel" drawing biggest, total. "Moon
Is Blue." day-dating, at two sureseaters, is doing landoffice bit.
"Stalag 17" and "Came Outer
Space" are best of holdovers.

Estimates for This Week

Capitol (Loew's) (3.434; 55-95)—
"Dangerous When Wet" (M-G-plus vaude, Smash \$25.000, bee for house in some time, Last week "Glory Brigade" (20th) plus vaude

for house in some time. Last week, \$17.000.

Columbia (Loew's) (1.174; 55-85)

"Stalag 17" (Par), (2d wk, Very, good \$12,000, Holds: Last week, \$17.000.

Dupont (Lopert) (372; 55-81)

"Moon Is Blue" (UA), Sensational \$7,500, Stays, Last week, "Magic Box" (Indie) (2d wk), \$3,000.

Keith's (RKO) (1,949; 90-81,25)

"Came from Quter Space" (U) (3d wk), Handsome \$10,000, Last week, \$15,000.

Metropolitan (SW) (1,200; 55-85)

"Sea, Devils" (RKO), Okav \$4,-500, Last week, "City That Never Sleeps" (Rep), \$4,700.

Palace (Loew's) (2,370; 55-85)

"White Witch Doctor" (2011) (2d wk), Fair \$10,000, Last week, \$14,-000.

wk). Fair \$10,000. Last week, \$14.000.

Playhouse (Lopert) (435; 55-\$1)"Moon Is Blue" (UA). Dav-date with Dupont. Strong \$9,500. or over. Last week, "Lill" (M-G) (5th wk), \$5,500.

Warner (SW) (2,174; 55-85)"South Sea Woman" (WB). Pleasant \$11,000. Last week, "Port Ti" (Col) (2d wk), \$14,000.

Translux (T-L) (600; 55-\$1)"Juggler" (Col) (3d wk). Off to \$3,500. Last week, nice \$4,500.

YOUNG' BOFF \$18,000 IN DET; 'CHANCE' 31G

Detroit, July 21.

Hot, muggy weather is hurting biz at the first-runs here this session but newcomers are doing fairly well. "Second Chance" looks nice at the Fox while "Mighty Joe Young" is socko on reissue at the Palms. "Lili" is rated big at United Artists. "Cinerama" at Music Hall marked the 250,000th patron via special award.

Fox (Fox-Detroit) (5,000; 70-\$1) "Second Chance" (RKO) and "Magnetic Monster" (UA). Fine \$31,000 Last week, "Pickup on

B'way B.O. High Despite Record Heat; 'Wagon' Sock 155G, 'Blondes' Hot 130G 'Vaguero' Mild 20G, 'Feather' Fat 75G

Despite a record heat wave and end of the Shriner's conclave, Broadway first-run film business continues at a high level this stanza. Four new bills naturally are helping the overall total. The mercury soared to 96 degrees last Saturday (18), highest of the year, with a heavy rain Monday night not bringing any break in the tortid weather. The counter-attraction of the glant Shriner parade put a deep dent in trade Thursday (16) night.

"Gentlemen Prefer Blondes"

Started in Paradise" (Rank) Friday (24).

Falace (RKO) (1,700; 75-\$1 (Great Sioux Uprising" (U aude, Still in winning stride solid \$21,000 likely. Last "The Maze" (AA) with 2 socko \$26,000.

"Alan Dean Russ Case ore stage (2d wk). Initial sended last night (Tues.) was

"Gentlemen Prefer Blondes," with iceshow onstage, which started out like a real mid-summer champ, was hurt with the others by the hot weather, but will wind up with a sock \$130,000 at the Rosy, "Ride, Vaquero" is barely good \$20,000 for initial round at the Capitol.

"Charge at Feather River," with Les Paul-Mary Ford, Alan Dean, Russ Case band topping stage bill-finished the first week at the Para-

finished the first week at the Paramount with a very good \$75,000.
"Trader Horn"-"Sequola" fourth new bill, shapes \$10,000, okay for pair of oldies at the Globe.

Still smash leader is "Band Wagon" with stageshow at the Music Hall, with \$155,000 in second session at the vast Music Hall. This is one of the best initial hold-over weeks at the Hall in months, great reviews helping to overcome seasonal factors.
"Moon Is Illie" continues sock-

The real sensation of the hold-overs is "Stalag. 17," which wound up its third stanza at the Astor with a terrific \$33,000. Its stamina indicates a very long run at this bouse. "Scared Stiff" shapes this

bouse. "Scared Stiff" shapes stout \$18,000" for third round at the Mayfair.

"Julius Caesar" still is holding smash at the Booth, with a great \$15,000 likely for current (7th) week. "Cinerama," also in seventh session at the Warner, continues terrific at \$49,000, after soaring to capacity in previous week.

"Estimates Co. This Wast."

Astor (City Inv.) (1,300, 70-\$1,80)

—"Stalag 17" (Par) (4th wk). Third round ended last night (Tues) held at great \$33,000 after \$35,000 for second week. Stays on indef.

Baronet (Reade) (430, 90-\$1.50)

—"Volcano" (UA). Opened Monday (20). In ahead. "Tonight at 8,30" (Indie) (8th wk). okay \$3,400 after \$3,600 for seventh week.

Booth (Shubert) (723, \$1,20-\$2,40)

—"Julius Caesar" (M-G) (7th wk). Present, stanza ending tomorrow (Thurs.) looks to hold around \$15,000 or less, smash. Sixth week was \$15,500. Continues on indefinitely at this great gait.

\$21,000.
Criterion (Moss) (1,700: 50-\$1.80)
—"Second Chance" (RKO) Opens today (Wed), Last week, "Affair With Stranger" (RKO) (2d wk-5 days), dill \$6,000 after \$10,000 opening round.

Fine Arts (Davis) (468; 90-\$1.80)
—"Fanfan the Tullp" (Indie) (12th wk). The 11th stanza ended Sunday (19) was good \$4.800 after \$5,500 for 10th week. Goes about three more weeks, with "Cruel-Sea" (RKO) scheduled to open Aug. 11.

Sea (RKO) scheduled to open-lag 11. Globe (Brandt) (1,500) 50-\$1.50)
— Trader Horn" (M-G) and "Se-quoia" (M-G) freissues). First week winding tomorrow (Thurs.) looks to hit good \$10,000 or near. In .ahead, "O. K. Nero" (IFE) (4th wk), \$7,500.

Palace (RKO) (1,700; 75-\$1.40)—
"Great Sioux Upristing" (U) and vaude, Still in winning stride with solid \$21,000 likely. Last week, "The Maze" (AA) with vaude, socko \$26,000.

"The Maze" (AA) with vaude, socko \$26,000.

Paramount (AB-P) (3,644; 80-\$1,80)—"Charge Af Feather River" (WB) with Les Paul-Mary Ford, Alan Dean Russ Case orch onstage (2d wk). Initial session ended last night (Tues.) was very good \$75,000. In ahead, "Beast 20,000 Fathoms" (WB) with stage-show (3d wk), \$55,000.

Parls (Indie) (568; 90-\$180)—"Seven Deadly Sins" (Indie) (11th wk). The 10th stanza onded Sunday (19) held at very good \$7,500 after \$9,000 for ninth week.

Rivoil (UAT) (2,092; 70-\$1.80)—"Salome" (Col) (18th-final wk). The 17th frame ended last night (Tues.) was slim \$5,000 or less after \$6,000 for 16th week. The current (18th) session being advertised as final week since Thream Wife." (MCA) argustingstiff

opening price and general ulting along line is boosting take naturally.

State (Loew's) (3,450; 85-\$1.80)—
"Arena" (M-G). Opens today (Wed). Laist week, "Came From Outer Space" (U) '5th wk) was okay \$12,000 after \$15,000 for fourth week, to wind up a highly profitable longrun here:

Sutton (R & B) '561: 95-\$1.80)—
"Moon is Blue" (UA) (3d wk). Second session ended last night (Tues.) held at \$13,500 after great, \$16,000 opener.

Trans-Lux 60th St. (T-L) (463; 90-\$1.50)—"Sea Around Us" (RKO) (3d wk). Second stanza ended Monday (20) held at sturdy \$10,500 after smash \$13,500 opener.

Trans-Lux 524 St. (T-L) (540; 90-\$1.50)—"Lili" (M-G) (20th). The 19th round ended Monday (20) was fast \$5,400 after \$6,200 for 18th week.

Victoria (City Inv.) (1,060; 70-

fast \$5,400, arrect week. Victoria (City Inv.) (1,060; 70-\$1.80).—"Moon is Blue" (UA) 33d wk). First holdover frame ended yesterday (Tues.) held at while \$22,000 or close after great \$34,000

\$22,000 or close after great \$34,000 opening week.
Warner (Cinerama Prod.):(1,600; \$1:20-\$3.60) — "Cinerama" (Indie) (7th. wk). Present session ending tomorrow (Thurs.); holding at terrific \$49,000 after capacity \$51,000 for sixth week at this house, after a longrun at the Broadway.

'Squad' Smash \$18,000, Cleve; 'Young' Wham 17½G, 'Sioux' Big 14G

Cleveland, July 21. Two news here this session. "Vice Squad" shapes socko at the Stat while "Mighty Joe Young," will another reissue on same bill, I heading for smash total. Latter while "Mighty Joe Young." will another reissue on same bill, it heading for smash total. Latte combo's draw is rated remarkable for a pair of oldies. "Great Slow Uprising" also is big at Allen bu "Let's Do. It Again" is on mile side at Hipp.

Estimates for This Week
Allen (S-W) (3,000; 55-85)—
"Great Slow Uprising" (U). Big \$14,000. Last week, "Charge a Feather River" (WB) (2d wk), \$13,000.

—"Second Chance" (IRKO) and "Midgnetic Monster" (IA). Fine \$13,000. Last week, "Pickup on South St" (20th) and "All Ashore" (ICol.) (5th wk), \$18,000.

Palms (U-D) (2,961; 95-\$1.24)— (1.20)—"Houdini" (Par) (3d wk). (20 metric round ending today (Wed) (1.20)—"Houdini" (Par) (3d wk). (20 metric round ending today (Wed) (1.20)—"Let's Do It Again" (Col.) (1.20)—"Righty Joe Young" (RKO) and "Isle of Dead" (RKO) reissues). Socko \$18,000. Last week, "Fort Ti" (Col) and "Most Beautiful (1.736; 50-\$1.50)—"Scared Stiff" (Par) and "Stars tres) (592; 95-\$1.80)—"Houding at solid \$18,000 after \$35. (Vol) (2d wk), \$15. (Vol) (2d wk)

Once again Look to Warner Bros

To the members of the motion picture industry—worldwide—wrightfully look to Warner Bros. to make the firmest and surest advancements in modernizing our always

improving techniques, this is our

announcement that

Output

Out

WarnerSuperScope is not a sudden discovery presented to meet a sudden new interest in the photographic shape of things to come.

Scope as a word and as a science is the result of a Warner research development long underway. That development is here and ready; perfected to the ultimate of modern scientific know-how for screen size, for clarity, for the closer-to-nature values it gives to WarnerColor and for the tonal enhancement of WarnerPhonic Sound so that WarnerSuperScope will be welcomed as a magnificent new sensation in the motion picture theatre.

WarnerSuperScope will play its full power and beauty on the largest screens in the largest theatres, or the next to largest screens, or the screens next in size — any size within the 2.66 to 1 ratio on which its photographing and projecting lenses are based. This emphatically is not a blown-up film but a complete new photographic and projecting process produced for us by Zeiss-Opton.

The sweeping trend, as we know it, is for bigger theatre screens. We are in step with that trend.

Our own Warner All-Media Camera is now ready to photograph the following productions in WarnerSuperScope, transporting the story to WarnerColor film for projection on every wide screen installation now in use or contemplated for the future: "A Star Is Born" starring Judy Garland; "Lucky Me" starring Doris Day; "Rear Guard" starring Guy Madison; the classic spectacle of "Helen of Troy"; the world-renowned stage hit, "Mr. Roberts"; and John Steinbeck's current best-selling novel, "East of Eden" produced and directed by Elia Kazan.

WarnerSuperScope is not only super in size, but super in its anticipation of our industry's needs in production and exhibition for years to come.



WARNER BROS

for the New Look!

This again confirms a confidence in pathfinding and leadership that began when the art and

SHE

business of making motion pictures was very young. For those who are concerned with the future aspect of the industry as well as the aspect ratio of the motion picture screen, we have never made an announcement of more importance.

Because we know the impact of an announcement of this kind and because we believe that action should accompany words — within the first few weeks of production we contemplate a worldwide WarnerSuperScope demonstration for press and exhibitors who share with us the will to make the motion picture industry thrive and prosper. We will show completed scenes precisely as they will appear on your screens.

This demonstration should run about ten minutes — nine minutes longer than anyone will need to realize what a sturdy and far-reaching contribution WarnerSuperScope makes to our business.

In line with our policy of concentrating only on the production and distributing phases of our business, and with no wish to enter into the separate field of selling theatre equipment, we will make WarnerSuperScope projection lenses available to exhibitors with each picture on a very nominal rental basis within reach of even the smallest theatre operator.

Apart from the screen the only equipment that exhibitors will need for the success of WarnerSuperScope is their own enthusiasm to recognize and exploit to the fullest Warner Bros.' latest contribution to our industry.

Bros.' latest contribution to our industry.

ALL PRODUCTIONS IN Womer Super Scope WILL ALSO BE PHOTOGRAPHED BY THE WARNER ALL-MEDIA CAMERA IN WARNERCOLOR, 3D AND 2D TO MEET ANY DESIRED ASPECT RATIO, AND WITH WARNERPHONIC SOUND.

PICTURES INC.



Hilton's Madrid Hotel Premiere

long weekend press junkets for a bangup sëndoft may follow. I'This reporter already has seen evidences of 3-D on the marquees of deluxers on the grant boulevards of Paris and Madrid. Latter city has two, an eight-minute short, very crude, produced in Spain, where there is a charge of one peseta—212c.—for the colored glasses and fine of 100 pesetas—\$2.50—if the neo-polaroids aren't returned a ver the performance.) The Hat Latches On Hedda Hopper latched on from Cannes, where she was on the last alp of her European trip with Town & Country photographer Jerome Kicking Tradition In Grain

Kicking Tradition In Groin

Apart from the mechanies of coordinating the new Madrid hostry's VIP invitees with TWA efficient manner of servicing thing the New Mexico-born trad Nicholson Hilton, who has headquarters in Chicago and home in Beverly Hills, has upist hotel tradition by bringing the American idea to Europe. Historically, the slickest, suavest, toniest U.S. eateries and hotels nave bragged of the so-called "old world charm," the "trained-invorld charm," the leneva-and-Paris" po " personnel, Hil-has brought to va-and-Paris personner. Illi-conversely has brought to a chunk of Americanism in ce which will compet all Eu-in hostelries, to revise their des if they are to capture valuable American tourist dol-

an trade.
U.S. Ambassador James Clement
Dunn asked Hilton what the shinlig cost and he was told \$100,000.
The Ambassador is said to have
old the hoteller that "this is a told the notester that "this is a drop in the bucket compared to the many millions Uncle Sam is spending for naval and air bases in Spain, but," he added, "somehow f

Spain, but, ne added, somenow think your drop may be more vivid than our entire ocean of dollars spent in Spain."

First-timers in France's Spain, it should be interjected immediately, can have nothing but good nately, can have nothing but good hings: to say about the passing ecne; Madrid, circa July, 1953. Prices are cheap; the people are eceningly happy, and charming to Americans; new housing for whitecollar workers going up by the hundreds at 500 pesetas a month, or \$12.50 for three rooms, and they like the idea of more American visitors. History may well tell us of still other plus values as a diect result of encouraging tourism

Wotta Cast!

Wotta Cast:
On the show biz aspects, the asting was excellent. Mary Marin was the belle of the ball: Gary looper, was huzzahed all over the lace and won a great press as a gentleman—not like Bing Crosby. Who doesn't know how to dress." This chiding of the crooner's penhant for highly informal personal arb is a little more deep-seated. The Spanish press couldn't under-Spanish press couldn't underthe Spanish press couldn't undertand his Garboesque hideaways,
neluding a disappointment at a
ailroad station by getting off twodations prior thereto. It resulted
n Paramount and/or Crosby sendng a letter of apology to the senditive local press that this was escentially a holiday with his soncindsay. Cooper, who was joined
by daughter and his wife here,
idin't act as elusive, so the comparison was heightened.

Leo Carrillo was a natural for
he emeer role. Merle Oberon, Van
leffin, J. Carrol Naish (whom the
ocals wouldn't believe was anyhing but Spanish). Tex McCrary &
linx Falkenburg (who clicked even
more so when habla ing Espanol,
and reminding she was born inbreecland. Tes Wilson Ed. Sec. his Garboesque hideaways

and reminding she was born in Barcelona), Lois Wilson, Ed Gard-Barcelona), Lois Wilson, Ed Gard-ner, thow residing in Spain), Robert-Ruark, (ditto), Sloam Simpson O'Dwyer (ditto), Dick Halliday, Faith Doumerge and her director-husband, Hugo Fregonese, were among the Yanks on the scene. In-cidentally, the Spanish-speaking Jinx Falkenburg has a local film offer.

ss, mag, newsreel and photog coverage was a blanket job and there can be no complaints from the intensive application which the roster below is bound r the roster below is bound ve the four-day event. The party came over in two TWA s, one under charter to Hil-and the other a companion is ection for the paying guests, ily, for many, the chartered brought back those who had deadline otherwise the deadlines, otherwise the un-

The Hat Latches On
Hedda Hopper latched on from
Cannes, where she was on the last
lap of her European trip with Town
& Country photographer Jerogre
Zerbe, who also came to Madrid,
as did Sylvia (Mrs. Leonard)
Lyons to join her husband who
came over on the junket.

came over on the junket.

Other press, broadcasting and mag coverage included Tony & Dorothy Weitzel, of the Chi Daily News and a radio TV Mr. and Mrs. team who, like Tex & Jinx McCrary were taping plenty of yardage. The McCrarys apparently had the edge because of their foursome hookup with the Dick Hallidays. (Mary Martin). Latter was particularly sought out by the top matadors. Some of their stuff, en route to the bullfring, the special matadors. Some of their stuff, en route to the bullring, the special "finea" party staged by local milloinaire Pedro Gandarias is better for private consumption although McCrary thinks he will have a full week's material.

week's material.

Richard Joseph (Esquire), Richard Chaplin (Collier's), Robert Manning, Bill Miller and Piero Sporiti (Time); Gordon C, Hamilton (Newweek), Yale Joel and William Gray of Life; the Bill Hearsts, Jr.; Archie Lieberman (Black Star Photos); Bill Mauldin, Dennis McEvoy (Reader's Digest); R. H. Papworth and Henry Buckiey (Reuters), Pepe Romero (Mexico) (Reuters), Pepe Romero (Mexico: City Press columnist), Lucie Jeffers Lyons (McCall's), Wally Sprague (Parade), Ed McCarthy (This Week), Rex. North (London Sunday Pictorial), Art Buchwald Sunday Pictorial), Art Bu (Herald-Trib, Paris edition), (Herald-Trib, Paris edition), Emile Montemure (Fox Movietone-news), Richard Mowrer (Christian Science Monitor), Edgar Smith, (Fortune), Helen Sloussat (CBS), Radie Harris, Jane & Camille Cianfarra (N. Y. Times), Logan Gourlay (London Sunday Express), Frank McCall, NBC-TV producer of Camel News Caravan, Ralph Forte (UP), James Copp (L. A. Times), Helen Gould (Holiday), Charles Gombault and Marcel Idzkowsky (France-Soir) Copp (L. A. Times), Helen Gould (Holiday), Charles Gombault and Marcel Idzkowsky (France-Soir), Earl Blackwell (Celebrity Service), insure an invaluable chain-reaction publicity buildup. Some of the mag people expressed ideas for tycoon-type stories on Hilton, rather than the individual event. than the individual event.

Absentces

Absences
George Jessel also was to have come to co-emerge with Leo Carrillo. Ann Miller, Arleen Whelan, Kathryn Grayson, Ricardo Montalban, Irene Hervey and Mona Freeman were among the invitees who couldn't make it. Same applied to Dorothy Thompson, the Joshua Logans and Leland Hayward. ward.

Frank Andrews, prez of the Hotel New Yorker, and Mrs. Kathryn Cravens, author, were in attendance in addition to Luis Bolin, the m audition to Luis Bollin, the press counselor of the Spanish Embassy in Washington; the Gordon Gilmores (he's head of TWA public relations, also responsible for a tiptop job); his Paris aide, Jim Nolan; along with the Barron William tiptop job); his Paris aide, Jim Nolan; along with the Barron Hiltons, William J. Friedman, Bill hwin. Tom McNamara, of Hilton Hotels, the Waldorf's Joe Binns, John W. Houser (executive veepee, of Hilton Hotels, International, highly responsible for getting this entire operation off the ground!; Claude C. Philippe (also of the Waldorf-Astoria, N. Y.) who, with his wife, Mony Dalmes, of the Comedie Française, is en route to a Paris holiday. Also assorted execsfrom the Bank of America, Socony.

tion lawyers and financiers interested in the pesetá-dollar exchange that comes with an operation of this nature were on hand.

The mayor of Madrid, Count de Mayalde; Duke de Luna, the head of the Spanish Tourist Bureau; the Marquis and Marquess de Villayerde (she's France's dayerter).

Madrid, and Hilton's ditto of the Spanish national emblem. To a Spanish national emblem. To a man and woman, the Yanks in attendance confessed to the Yankse Doodle tingle as the Stars & Stripes was holsted in the gardens of the Castellana Hilton.

VARIETY

The overall showman's reaction is that the hotel business, as patterned by the now immortal Cesar Ritz, in Paris, is but 60 years old, or only a few years more than the picture business which traditionally

picture business which traditionally-has had the corner on showman-ship and ballyhoo.

U.S. showmen, of late, have noted many a business has been stealing show biz's thunder. It has been evidenced in haut couture, deluxe perfumeries and kindred luxury items which have blended the show biz name values to their wares. The American department store is another industry which first stole many a leaf out of the Hollywood annals, and eventually Hollywood annals, and eventually has stolen a march on the picture business. It used to be that a thea-tre in a new realty development tre in a new realty develor was the hub of an entire new was the nub of an entire new community of activities. Now comes Hilton, the hotelier, to give some lessons to show biz. He did but a sample thereof some three years ago when launching the Caribe Hilton, in Puerto Ricc, which of course also puts him into the gambles thereof the problem. bling business as there is a legal casino attached.

Refuel in the Azores: Dig **Those Crazy Star-Gazers**

Those Crazy Star-Gazers.
Home-bound, in the Azores, around 2:30 a.m. a huge crowd was at the airport to greet "the movie stars." Hedda Hopper fold one construction 'workers' party, 'You must be star-crazy to get up and greet anybody, actors or otherwise, at such an ungodly hour; you had better go home." They cheerfully admitted it was so. Van Heflin scemed the particular fave at this Portuguese sland airport.

Maiv Martin and her husband.

Mary Martin and her husband, Richard Halliday, whose passports expired, had had them renewed with little difficulty in Madrid, but A femme nurse wouldn't let Miss Martin disembark in Gander, un-less vaccinated, as her smallpox "shots" documentation was just "shots" (documentation was just over three years by a day. She took the shots at the Gander airport but won't know until now that, too late, it was discovered that the extra eight days of grace for smallpox injections could have circumvented

Franco's daughter was at all the shindigs and it was reported the Generalissimo planned inviting the group to a semi-official fete if they had stayed over, but that was im-

A major slight was Ambassador Dunn's failure to invite the Yank AIPs to the almost next-door U.S.

VIPs to the almost next-door U. S. Embassy for cocktails at least, if not a garden party.
Ed and Simone (Mrs.) Gardner, latter a French girl, are sitting it out in Spain pending a Matty Fox-William Morris Agency dicker for TV series independent of the "Duffy's Tayern" stuff.

In deference to Gov. Earl War-ren, an old California friend, and also because everybody was having too much fun, the original Mondaytoo much fun, the original Monday-Thursday (July 13-16) sojourn was stretched to Friday (17) departure, arriving early Saturday afternoon (18) at Idlewild, N.Y., after stopofts in the Azores and Gander, Nfld. Gov. Watren had been delayed in Rome but his wife and their three daughters, all lookers, who charmed the Espanols no end, were on schedule. The University of Madrid students serenaded them and hung around for the rewarding long ribbons which adorn their capes. bons which adorn their capes

Merriel Abbott's OK Job

The Hilton chain's Merriel Ab-olt did a yeoman job with the cal flamenco dancers and musi-ans. Bossman Hilton, known for this penchant for terping, kicked off-the festivities by doing a folk dance with his sister, Mrs. Dean Carpen-ter, wife of the former Hotel Roosevelt (N.Y.) manager and now nousevett (N.Y.) manager and now head of European scouting opera-tions, headquartered in Paris. Miss Abbott was aided by Mrs. William R. Curtis, former duncer and pro-ficent in Spanish, who dug up some amazing flamenco talent from "the caves," which is literally so which is literally many of the poor carve out their homes in the sides of mountains. Curtis is the director of music, promotion and publicity.

forseen TWA navigators' strike local officials greeted Hilton and promotion and publicity.

would have upset some. As it was, his new venture, and he responded While Miss Abbott's people ran discounting the west all good, paragraphs. There was a religioso too long, they were all good, paragraphs. There was a religioso too long, they were all good, paragraphs and London to make connections on other air carries back to New York, but the American flag by the mayor of on whom Jose Greco has pitority, and with the added day, Fri-

otherwise she plans buying them for the Waldorf. Pacita Tomas group of four—two castaneting femmes and two males—are also

iemmes and two mates—are also big league, and the Pepe Blanco whammed 'em.

An English dance band, Ronnie O'Dell with seven men, was booked by Maurice Winnick, the London bandleader and BBC entrepreneur. bandleader and BBC entrepreneur. Winnick and London agent Charles L. Tucker were both on the scene. Nadine Young, also English, does the vocals fronting O'Dell (at the piano), and Bobby Young (no relation) handles the maracas for the

Lapping Up the Masters

The famed Prado Museum is loaded with Velasquezes, Goyas, Grecos, Rubenses, Titians and Ra-phaels. The Broadway bunch were crecos, Rubenses, Ittians and Raphaels, The Broadway bunch were lapping up some culture. Local museum angles certain priceless paintings in small rooms so that the mirror reflections bring out normally unseen artistic values. McCrary called this the original third-dimension process. Art Buchwald, Leonard Lyons and this reporter were intrigued with the dramatic possibilities of some of these artists, now that Toulouse-Lautrec has clicked in Technicolor. (Somebody suggested "Goyas and Dolls" as a possible title.)

When Hilton, in Spanish, detailed the Iberian influence in America.— Santa Barbara, Santa Anita, San Jose, San Fernando Valley, San Bernardino—somebody observed. "He omitted the biggest,

tailed the America — Santa — Anita, San Jose, San Francisco — Santa —

Leo Carrino emceed and was to have shared billing with Antonio Moreno, the old silent film star who is well remembered here, and George Jessel, the not-so-old toast-master general of the U.S. Neither Moreno nor Jessel could make it Moreno nor Jessel could make it. Latter was tied up with his new TV series but Carrillo had told him in New York, "If you don't emcee any shows in Spain I'll stay out of emceeing any benefits in Israel.'

RCA's Soria, Champ Greeter Gabriel Soria, head man of RCA Spain, is the Grover Whalen of adrid. A veteran showman, for-Madrid. A veteran showman, for-mer actor in Hollywood and Mex-ico City, and later producer-di-rector in both capitals, he has latrector in both capitals, he has lat-terly been a theatre owner in Spain with his brother, Rey Soria In addition, Gabriel Soria has just closed with Spyros Skouras for CinemaScope in Spain. But his Radio Corp. of America activities are the prime interest on a 50-50 partnership with the American cor

nership with the American cor-poration.

Frank M. Folsom, prez of RCA, has been Soria's key man on recent visits in New York, and Meade Brunet, veepee of RCA Interna-tional, is his liaison. Soria is building an impressive new RCA factory near the film studios, enroute to the airport. It will be ready Sept. the airport, it will be ready Sept. 15 to start pressing RCA Victor 45s, also produce players, and later TV, airconditioning, etc. He is a bulwark of hospitality for any Yank VIP making his first-time visit to Snain visit to Spain.

visit to Spain.

Last Minute Lois

Lois Wilson latched onto the Hilton chartered plane on 24 hours' notice, having been told the Saturday before the Sunday (12) departure that Mr. Hilton would like her to make the trip. She has been a longtime resident of Spain, and a year or two ago did quite a spiel on Barry Gray's midnight program over WMCA (N. Y.) that "you or anybody else should not judge a country without ever having visted it first-hand." She accented that the local political overtions country without ever having vis-ited it first-hand." She accented that the local political overtiones differ considerably from certain at-titudes which hark back to the Spanish civil war of the late 1930s. Spanish civil war of the late 1930s. It is apparent that the people would rather have Franco's seemingly current benevolent dictatorship than another war. As one native told this reporter, "We Spaniards will take nothing from nobody, and if Franco gets too badfor us we'll kick him out too, but he's certainly trying to do and is doing a good job for the country right now." Mildred Considine made their

day; Bob was at Idlewild to greet her. She, too, had been one of the many European, lammisters who many European lammisters who have been doing the European run-around. She had come in with the Bob Ruarks, Ted Straeter and Earl Blackwell (Celebrity Service). Stracter is off to Rome; Blackwell to Paris.

day, it permitted for Toledo and El Escorial sightseeing, shopping, etc. The record will not be complete without kudos to Arthur E. Elmiger, a calm kid in the hotel big from 'way back who was clicking orders but, outwardly, unruffled and getting top results. The Swissborn manager, who has been with the organization at the Caribe Hilton, first as aide to Frank Wangemann, and later manager, has been on the scene for months.

The Castellana Hilton, situated on the Paseo Castellana, is owned by Immobiliara El Carmen of Spain, extensive builders. Project has been some five years in the making and really came to a headwith Hilton's decision to take over operations for 15 years, with options. Immediately after the opening, Lisbon interests approached Hilton with a similar management.

tions. Immediately after the opening, Lisbon interests approached Hilton with a similar management project but his next chore is the new Hilton-Istanbul, in Turkey due for spring '54 opening. Unlike others, which are locally financed, Turkish government funds are underwriting this venture. Hilton hotels in Havana, Mexico City and Acapuleo will follow.

John Houser, executive venues

John Houser, executive verpee of Hilton Hotels International, is en route to Turkey to survey the site which is 80 miles from the Iron Curtain and is on a ris overlooking the Bosphorus. Admittedly jooking the Bosphorus. Admittedly considering the Hispano-American linguistic problems, an intensive training job is in order for the Istanbul operation. Rudy Basser will be the manager.

Other Hiltons

The Hilton board this mouth incepted three new hotel or or attimeted three new hotel or or or the Deshler-Wallick, Columbus, 1,000 rooms, now the Deshler-Hilton, as of July 1. The Madrid hostel was the second item and the board okayed start of construction of the new Beyerly Hilton, at Santa Monica & Wilshire Blvd. Beverly Hills, 60 rooms, each with refrigerator and terrace; and geared to "charge twice as much as anybody." The Beverly, Wilshire Hotel has 330 rooms, and the Beverly Hills Hotel has 400. Understand Hilton paid \$3,000,000 for the land and

tel has 400. Understand Hilton paid \$3,000,000 for the land and that the entire B-H will cost around \$12,000,000.

The Harlem Globetrotters had the Plaza de Toros de Madvid (bullfight ring) for the 11 p.m. until past midnight session Thursday night (16) and did socko as always. The Spaniards go for the basketballers' antics. Impression Abe Saperstein and publicit Waletballers' antics. Impresario Saperstein and publicist Walter Kennedy were surprised to ru into so many Broadway and Holly wood visitors in Madrid since the have been heading north, barr storming the Spanish provincial towns.

Action for Aficionados
Earlier that evening, i.e., at
6:15 p.m., the regular Thursday
bullfiehts were on and some 25.000
mad Hispanos packed the joint at
\$1.50 to \$2 admission. RCA's Soria
predicted "somebody may get hurt
tonight." Himself a former matador, before going into films, he
dentified Jose Maria Reconda.
Carlos Corpas and Manuel Jimenez
(Chicuelo II), the headliners, as
"newcomers, but promising." Recondo particularly seemed to be
asking for it. He got an "ear" for
his daring in the second fight—
that's like an Oscar—for a great
performance in the stadium, but
wound up being gored and carried
off the field in the sixth fight.
Soria explained that being newcomers, they were sure to want to sorial explained that being new-comers, they were sure to want to make a good impression on the capital fans, and when they take chances it usually means trouble. The attitude of man versus heast differs in Spain from the ASPCA attitude usually experienced by Americans. They are savage beasts, and evidence of that was disclosed at Pedro Gendarios "finca" (stud farm) when Domingin, goodlooking 29-ven-old

mingin, youngster, idol of Spain, who has retired with \$1,000,000 in cash, two ranches; apartment houses in his swim shorts. His body, torso and legs are lacerated with occupation but some think that the trad hunger for applause will lur back, as it does most all (The "ham" instinct in thes is charming but unde

ormers is chamber and a \$100,000 of the other hand, a \$100,000 of from Jose Ferrer for filming Matador," from the book of the same name,

Cocktails at 9:30 and dinner at (Continued on page 61)

Screen Writers

Continued from page 4

Frank P. Rosenberg and Lionell J Toll Irving Salkow, Skyline Productions, Phil Tucker, Van Cor Productions, Inc., and Morris

Removed from SWG's "unfair" list, having made satisfactory arrangements with the writers in-volved, are Benedict Bogeaus, Henry Donovan and Telemount Pictures, and Arthur Gardner and Jules V. Levy.

At the Guild's annual ov. 21, 1951, const constitutional amendment and change in working emendment and change in working rules was passed providing that no SWG member may enter into a pact with any producer who, after that date, has been declared by the Guild to Be "unfair," unless the writer has notified SWG that the producer has delivered to the Guild a sum equal to the full amount of compensation called for under the proposed pact under the proposed pact.

under the proposed pact.

Producers in the latter category include Eddie Bracken, Phil Tucker and Dr. W. L. Abt. In case of Bracken, a grievance committee of the Guild found payment for a teleplay had been made contingent on a starting date; that production was never begun; consequently the mas never begun; consequently the writer was never paid. Bracken told SWG the venture was speculative on the part of everyone concerned, and Guild holds that's complete violation of minimum basic agreements and working rules;

No 'Spec'

Regarding Tucker and Lee-Tuck Productions, SWG found a writer had been hired to pen a treatment of a teleplay for \$200 "on approval," and that no payment was ever made to the writer, thereby violating SWG rules on specwriting and undercutting Guild minimums.

In the case of Dr. Abt and Var In the case, of Dr. Ant and van Cor Productions, a Guild commit-tee found that the writer inked a pact for \$15,000 covering the sale of all rights in and to his novel and a screenplay based on tome. Writer was to get \$3,000 of the amount in two installments of \$1,500 each, with remaining \$12,000 deferred.

It shooting didn't begin within 120 days from date of agreement, all rights to novel and screenplay all rights to novel and screenplay were to revert to author on 30 days' notice from him. Says the Guild: "To date the writer has received only \$1,500 despite delivery of the complete screenplay, including innumerable revisions at the direction of the producer; and the producer has refused to rethe producer has refused to re-assign any of the rights even though the deadline for com-mencement of production has long since passed."

Ops to Vidpix

wouldn't touch anything nat with a 10-foot pole," he complained.

doesn't pay to seek out the theatres still outside the TV few theatres still outside the TV orbit, since such spot distribution would be more trouble than it's worth, it was said. Exhibs emphasized last week that booking TV films, apart from constituting a bad policy, also would be like "trafficking with the enemy." in that it would help build up a competing medium. Theatremen appear unimpressed by the argument that a developing product shortage might make the TV reels welcome filler material.

MPEA Seeks

Continued from page 5 =

when operating as a unit abroad. Same protection isn't enjoyed by MPAA in its foreign dealings.

MPEA, set up after the war, originally operated in 13 territories, including Germany, Austria and Japan and countries where the industry was faced with state monopolies. Only place where monopolies. Only place where MPEA is still functioning is Yugo

RKO May Distribute Champ 'Knockout' Bouts

RKO may take over distribution of "Knockout Parade," 50-minute compilation of the highlights of numerous championship bouts of recent years, under a deal now being talked with Sports Films.

recent years, under a deal now being talked with Sports Films. Latter outfit made the pic in association with Jim Norris, head of the International Boxing Club.

Joe Roberts, head of SF, returned to N.Y. this week reportedly to join in the negotiations with RKO. He had been on the Coast to set initial runs of the pic.

SIMPP Maps

Continued from page 5

would perform a service to the indies, particularly in countries where quota limitations exist.

where quota limitations exist.
Exact nature of SIMPP's foreign
activities hasn't been determined
yet, but plans call for a wide range
of services; from supervision of
contracts to actual acquisition of
pix. SIMPP will make deals for its

pix. SIMPP will make deals for its members, with local distribs, and exhibs, and it's interested also in handling the foreign playoff of films held by the banks.

FTC approval will cue another indie producer meet on the Coast to set up a charter and draw up bylaws. Whole idea was broached to the indies at a recent SIMPP powwow in Hollywood by Arnall and was received enthusiastically. Group now has 32 members, "with other joining us all the time," according to Arnall.

Chi Cinerama

Continued from page 7;

Rollin Stonebrook as managing di-George Rachford as tre rector, George Racintord as treas-urer and Lucille Ballantine as pub-licity director. All are under su-pervision of Cliff Geissman, regional manager; Lester Isaac, general manager of operations in N. Y., and

manager of operations in N. Y. and John Joseph, national director of advertising and publicity.

Cinerama is readying a celebration in Detroit with prominent localities on the invitation list to mark the 20th week of the run of 'This Is Cinerama' Aug. 4 at the Detroit Music Hall. Lester Isaacs, Cinerama's the atre operations chief, is handling arrangements.

It's a record run, surpassing the

It's a record run, surpassing the previous longevity champ, "Neptime's Daughter." Latter pic ran 19 weeks at the Defroit Opera House in 1914.

Legit Not Brushed

= Continued from page 3 :

the petition before any action was taken on it by the House group, It's understood that key stage

reps decided on the non-partici-pating role in the tax battle. They pating role in the tax battle. They figured that if legit were to have taken an active stand in the film tax campaign, neither films nor legit would have had much of a chance in winning tax relief. Reasoning was that. Legit's entry in the tax effort would have meant the tax effort would have meant more Congressional work considerably more time delays, and might have complicated the eco-

On the other hand, a victory by the film industry will mean an opening wedge for legit when as is indicated, the theatrical men decide on an organized fight for eliminating their admission tax.

5 Newsreel

Continued from page 3 =

Universal, and Norman Moray,

Warners.
Pledge was made in a resolution which also expressed appreciation to persons instrumental in killing of newsreel bluepenciling in Ohio. Cited were Ohio. State. Sen. Charles A. Mosher, whose bill eliminating reel censorship was signed by Gov. Frank J. Lauschelast week; Eric A. Johnston, president of the Motion Picture Assn. of America, and his staff "for their. of America, and his staff "for their

C'Scope Battle

ment manufacture abroad now total close to \$10,000,000, he indi cated, adding that on his latest trip he had made arrangements for lens, screen and stereophonic sound production in Germany and Italy. He said foreign producers would be charged less for the use of the CinemaScope camera lenses of the Cinemascope camera lenses, which aren't available as yet. In 'Britain the charge will be £2,500 (\$7,000), in France 2,000,000 francs (\$5,000). and, in Italy 5,000,000 lire (\$7,000). Hollywood producers can rent the Cinemascope lens, and screen for \$25,000. Skouras indicated that amount would eventually be reduced. ly be reduced.

WB taking and projection lenses, in development for consid-erable time are being made in Gererable time, are being made in Ger-many by Zelss-Opton and should be available in from four to six months. It's understood that, until they are in more plentiful supply, they will be rented to theatres only with WB pix. At the same time, Jack 12. Warner said terms time, Jack I. Warner said terms asked for them would be reason-able.

able.

This was emphasized by Ben Kalmenson, WB sales topper, who, in promising early demonstrations of the system, said the projection lenses would be made available "on a very nominal rental basis within the reach of even the smallest theater operators," There has been no comment on when or how WB would make its system, available to other producers. able to other producers,

Stopgan Arrangement

Meanwhile, it was announced that WB had entered into a non-exclusive agreement, with Carl Dudley to use his Vistarama process on a number of pictures. WB exees in N.Y. explained that this was meant to be strictly a stopgap arrangement to cover the period until the Zeiss people start delivering lenses. delivering lenses.

According to Warner, Warner-SuperScope will be used on six forthcoming productions, with the Warner all-media camera lensing the same films also in 3-D and 2-D for projection on every wide-screen installation now in use or rontemplated for the future."
Titles about to go into production
in WarnerSuperScope include "A
Star Is Born." "Lucky Me," "Rear
Guard," "Helen of Troy," "Mr.
Roberts" and "East of Eden."

Lively Contest

Observers see the W.B. plunge into the widescreen field as the starting point for a lively contest between W.B. and 20th to try and get the rest of the major studios into their corner. With the exception of Metro and Columbia, the majors so Metro and Columbia, the majors so far have stayed aloof from Cinema-Scope while praising its quality and performance. Also, 20th is licensing its camera lenses at a cost of \$25,000 per pic and, as far as the indies are concerned, has reserved the right to approve scripts before they are Cinema Scoped.

M-G so far has announced five M-G so far has announced live CinemaScope pix. Col seven "pos-sible" ones, Allied Artists one, Walt Disney two, Errol Flynn one, Bert Friedlob one and Eugene Franke one. Total of 19 are slated for 20th lensing.

Effect of the WB announcement Effect of the WB announcement on exhibs is uncertain, particu-larly since it introduces the rental element which, some theatre opera-feel, would be a better bety-for them during the conversion period them during the conversion period when only a limited number of CinemaScope films will be available. At the same time, there is no doubt that many of the firstruns will plunk down cold cash for the ten sufficient of the lens of the control of the lens of the the lens equipment.

Like the CinemaScope lens developed by Frenchman Henri Chretien, the Zeiss lens also is in the public domain. First tests with were run at the Wiltern Thea-e, Los Angeles, last October.

tre, Los Angeles, last October.

Execs at 20th this week reserved judgment on the WB move pending; a demonstration. It's their feeling that the opening of "The Robe," first of the CinemaScope pix, at the Roxy Theatre, N.Y., Aug. 26 will give the system the impetus It needs and that, from there on in, the process' complete acceptance by both producers and exhibs will be assured. At the same time, there is a realization that monopolies. Only place where MPEA is still functioning is Yugorous opposition to motion picture censorship on all fronts," and switch to MPEA involves no personnel changes MPAA prexy Eric Johnston also heads the MPEA and Ralph Hetzel, until now v.p. in charge of the MPAA's international division, also is a veepee of MPEA.

Manning Clagett, of the MPAA in the Ohio censorship at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their on in, the process' complete in the producers a exhibit will be assured. At the sa charge of the MPAA's international division, also is a veepee of MPAA in the Ohio censorship at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, at the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for their point, and the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for the MPAA in the Roxy Theatre, N. Aug. 28 will give the system impetus it needs and that, for the MPAA in the Roxy Theatre, N. Aug. 28 will give the system is a realization that

Can't Get Rich Quick With 3-D in Minn., See Broader Coin Via Width and Stereo

Johnson's IIA Successor Is Sought in Biz Field

Washington, July 21.
Search for a successor to Dr.
Robert L. Johnson, retiring chief
of the International Information Administration, continues here and may result in the selection of a candidate later this week.

While no details are available, it's understood that the next IIA, chief will likely not be an educator and that his qualifications will largely be in the business and administrative field. It's felt that what is needed is someone familiar, with official Washington with also with official Washington, who also knows his way around in Congres-sional circles.

The two IIA heads so far have The two 41A heads so 1ar have both been educators. Johnson was preceded by Dr. Wilson Compton in the top Job. Agency has been under heavy fire, from Tongress during their administrations.

St. Paul Tries

Continued from page 3 :

could institute criminal proceedcould institute eriminal proceed ings against exhibs showing "in-decent" films, and letters have been sent to theatreowners to this

The hullabatoo, prompted by Diehl's column, has occurred despite the fact that neither Diehl nor any of the felly officials has seen the pic, and it hasn't been booked yet in any Minneapolis or St. Paul theatre.

Last season the St. Paul city council stirred up a hornet's nest when it tried unsuccessfully to halt the stage play, 'Il Am a Camera,' after ite opening alleging it was in.

In his column, carrying a five column head reading "Smut and Filth in Moon Is Blue' Gag Critic," Diehl told of the film's Production Diehl told of the film's Production Code and Catholic church troubles, and assailed the stage play from which hassed up St. Paul, was wit-nessed by him in Minneapolis two

seasons ago.

Diehl also expressed regret that Diehi also expressed regret that the film-ever- was made; declared it hadn't any place on the legiti-mate 'American film scene, and said he hoped it would "he sent into speedy eclipse". "The play, a sex-ridded slice of inanity, left me gagging," wrote Dieht. "And I don't blush easity,"

Schaefer's Ohio Trek

George J. Schaefer, sales repre-sentative for the Otto Preminger-F. Hugh Herbert indic pic, "Moon Is Blue," was in Columbus, O., Is Blue," was in Columbus, O., late last week to present to the state censor board, "documentary evidence" supporting a censorship okay for the film in that state. Board has yet to render its deciman

ston.

Schaefer submitted numerous newspaper reviews of the pic, along with approval certificates given by censor panels in other states.

Following his return to N. Y. Schaefer, incidentally, hopped to Rome in connection with other indie production now current.

Briefs From Lots

Continued from page 7 =

postponed production of "Screaming Eagles" until late September.
Because it "tends to condone unmoral actions," Metro's "A Slight Case of Larceny" drew a "B," (objectionable in part) rating from the Legion of Decency "Judy Garlands," A Star Is Born" slated for a September start at Warners, with George Cukor directing. Volcano Productions started "Adventures of Sam Space." first of a series of George Cukor directing. Avoicano Productions started. "Adventures of Sam Space," first of a series of 3-D puppet cartoons for theatrical

Silvey indicates that in this ter-citiony the circuits and individual exhibitors are not plinning many hopes on 3-D or going in for it on an extensive scale. But they look to widescreen and stereophonic sound to be much the better boxoffice bet that will supplant the polaroid glasses projection system almost entirely as soon as the nov-elty wears off the latter.

elty wears off the latter.

3-D has failed to click substantially in the majority of the United Paramount's 20 smaller towns, according to Harry B. French, Minnesola Amusement Co, president. Paramount has 3-D equipment in one house in each of its towns, as well as in one downtown theatreeach in Minneapolis and St. Paul. But R's not ordering the equipment for any of its seven Twin Cities neighborhood theatres or its. ment for any of its seven Twin Cities neighborhood theatres or its other four loop houses.

other four loop nouses.

Only a handful of out-of-town independent theatres and three of the Twin Cities' neighborhood and suburban houses have gone for the 3-D equipment, despite large grosses garnered downtown in Minneipolis; and St. Paul by "House of Wax," "Bwana Devil," "It Came From Outer Space" and "Fort-Th."

of Wax," "Bwana Devil," "It Came From Outer Space" and "Fort-Tt." ChremaScope or other wide-screen equipment, together with skercophonic sound, are on order for the Paramount's Minneapolis Radio City, St. Paul Paramount and Dufuth Norshore, RKO's Min-neapolis and St. Paul Orpheums and Par here, two local independ-ent theaters, the downtown World ent theatres, the downtown World and suburban Terrace.

New Era

Continued from page 5

the past. In licensing "Greatest Show on Earth," for example, Paramount demanded runs of six to seven days in many situations where theatre owners traditionally limited these limited their programs to three or four days. This is the pattern four days. This is the pattern which is being promoted on the universal basis.

The upcoming new films, it's believed, representing greater in-lieved, representing greater in-vestments and with additional up-beat factors such as 3-D and wide screen, should lend themselves to the stretched-out run treatment.

Numerous considerations have been given an oral workout by dis trib toppers in certain quarters The lesser number of features will ine a commensurately less demand for quicker playoffs. A pic can be held over for twice normal playing time at a key neighborhood thea-tre, without the distrib fretting over a bottleneck jamming up the release of other auties. release of other entries

Tying in prominently, also, is the merchandising of Hollywood's turnout. Clearly, the ad-pub department of a major outfit can do a more thorough job on hallying, say, one new pic every two weeks than an average of 1½ pix in that same time suan. same time span,

More Intense Bally

The added screen values and the more intense promotion cam aigns for each film should enoble us to get those longer runs, the temperature endesgran anteam should en anger according to another spokesman

In line with this, a policy-mak-ing rep at one major distrib out-fit said that his company would ac fit said that his company would accept a scaled-down percentage of the theatre gross if the tail-end of an extended run brought such a drop in business that the exhib would be hurf.

How do theatreinen stand to profit or lose if the longer-run move reaches trend proportions?

Some distributes believe that

Some distribites believe that still further reductions in the number of theatre outlets will result. They say that the aim in effect is to reach the full audience potential via playdating in fewer theatres, that, consequently, those houses which new are weak revenue producers must be ruled out of this projected system of the future.

calcinger Van Marter signed to direct Harrison Dunham's 3-D indic. "Shadow Valley," starting July 27 Ray Heindorf assigned as musical director on "Lucky Me." starring Doris Day. James Michener will narrate Metro's "Jet Squadron 8," based "on his "Forgotten Heros of Korea."

Metro making 450 prints of the Dore Schary-documentary. "The Dore Schary-documentary. "The Hoaxters." available to the U.S. Item which now is being buelled in anybody's guess.

THE PARAMOUNI

CITY	THEATRE	CITY	THEATRE
- Albany	Delaware	Memphis	Idlewild
Atlanta	Tenth Street	Milwaukee	Varsity
Boston (Allston)	Capitol	Minneapolis	Loring
Buffalo	Cinema	New Haven	Crown
Charlotte	Dilworth	New Orleans	, , Imperial
₩ Chicago	Surf	New York City Proj. Rn	
Cincinnati	Hyde Park	Oklahoma City	Tower
Cleveland	Fairmount	Omaha	Dundee
Dallas	Capitan	Philadelphia,	Arcadia
Denver		Pittsburgh	Shadyside
Des Moines	, Ingersoll	Portland	Laurelhurst
Detroit	Globe	St. Louis	
Indianapolis		Salt Lake City	.,Villa
Jacksonville	San Marco	San Francisco	Nob Hill
Kansas City		Seattle	, Varsity
Los Angeles (Beverly		Washington, D. C	
Houston	Ost	San Antonio	Josephine

*These trade showings will be held July 29th

THESE THREE IMPORTANT PICTURES ARE JUST A SAMPLE OF MANY OTHERS, INCLUDING

THE WAR OF THE WORLDS

Technicolor. Panoramic screen, stereophonic sound

THOSE REDHEADS FROM SEATTLE

3-D, Technicolor. Rhonda Fleming, Gene Barry, Agnes Moorehead, Teresa Brewer, Guy Mitchell, The Bell Sisters

BOTANY BAY

Technicolor. Alan Ladd, James Mason

FOREVER FEMALE

Ginger Rogers, William Holden, Paul Douglas

HERE COME THE GIRLS

Technicolor, Bob Hope, Arlene Dahl, Rosemary Clooney, Tony Martin

FLIGHT TO TANGIERS

3-D, Technicolor. Joan Fontaine, Jack Palance, Corinne Calvet

ELEPHANT WALK

Technicolor. Elizabeth Taylor,
Dana Andrews

RED GARTERS

Technicolor. Panoramic screen, stereophonic sound. Rosemary Clooney, Jack Carson

KNOCK ON WOOD

Technicolor. Danny Kaye

CEASE FIRE

Hal Wallis' 3-D production filmed on the Korean fighting front

WHITE CHRISTMAS

Bing Crosby, Donald O'Connor, Rosemary Clooney, Vera-Ellen

THE NAKED JUNGLE

Technicolor. Charlton Heston, Eleanor Parker

...IN 34 C

10 A.M.

2 P.M.

3:45 P.M



TIES, AN ALL-DAY PARAMOUNT TRADE SHOW

We've got the big pictures you've demanded. Now it's up to you to come and see them, even if you haven't been to a trade show in years. Bring your family and friends with you to the Jubilee day of terrific attractions that are spreading boxoffice optimism throughout the entire industry!

. "THE CADDY" - MARTIN AND LEWIS

.. LITTLE BOY LOST" BING CROSBY

Released in OCTOBER

.. WILLIAM WYLER'S "ROMAN HOLIDAY" GREGORY PECK-AUDREY HEPBURN

"PARAMOUNT IS RED HOT!" SAYS DICK WILLIAMS, IN LOS ANGELES MIRROR—and this is confirmed by showmen now doing sensational business with current Paramount hits like STALAG 17—SHANE—SCARED STIFF—HOUDINI—SANGAREE

Film Reviews

Continued from page 6;

L the Jury

ie raw & x that is a prime fea-re of Spillane's book characters less forthright on film than in e times, but still present by in-

fure of Spillane's book characters is less forthright on film than in the time, but still present by inmirede.

It exis scripting is as wordy as a radio play, but his direction compensates somewhat as he goes about the business of telling how the limited that the first process of the street of a street, uncovers, some unsavery rackets while doing so and then shoots down the killer at the first process of the street of

The Kid From Left Field

Good family pic with strong juve slant for companion fea-ture bookings.

talian jarah menganjan dan kecamatan dan dan berana dan dan dan dan berana dan dan dan dan dan dan dan dan dan	
20th Fox release of Leonard Goldstei production. Stars Dun Dalley, Anne Bar	n l
production Street Dan Dalley Anne Bat	
croft; features Billy Chapin, Lloy	a l
Bridges, Roy Collins, Richard Egan, Bo	n l
Honking Alay Carry Directed by Harmo	n
Hopkins, Alex Gerry, Directed by Harmo Jones, Screenplay, Jack Sher; camer	n. l
Harry Jackson; editor William Reynold	a:
Harry Jackson: editor, William Reynold music, Llanel Newman, Previewed	n l
N'V July 20 '53 Bunning time, 80 MIN	S. I
To the Control of the	- 1
Larry "Pop" Cooper Dan Dalle Marian Anne Bancro Christy Billy Chap	I
Marian Anne Bancro	1
Christy Biny Chap	in I
Pete Haines Lloyd Bridge	en l
Whacker Hay Coin	15
Bully Lorant Menard Exc	ın I
Bobo Noonan Bob Hopku	115
J. R. Johnson Alex Ger	52 1
Barnes Waiter Same	16
Pete Haines Lloyd Bridge Whygeker Bay Collb Hilly Loyant Blebard Ege Bob Noonen Bob Honkil J. R. Johnson Alex-Ger Barnes Walter Sam McDougal Fess Park Tonly George Phel Hyams John Gallaud Larson Paul Sala	
Tony George Phen	25
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Courter Don Harry	100
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Hundry Hamleon Lohn McK	
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Clearle Robert Wine	110
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Ticket Taker John C	all
Specialor Al Gre	en
Spectator Al Gre Yankee Players George Garn	er.
Rush Willia	ms
Vankee Manager Leo Clet Umplre John "Beans" Beard Proprietor James Griff Mack James F. Str. Newsboy Richard Shackel Announcers Larry Thor, Robert Ket Welfare Worker Ruth War Principal Capalilla Guer	irv
Umplie John "Beans" Reard	ion
Proprietor James Griff	lth
Mack Jumes F. Sto	ine:
Newsboy Richard Shackell	ion
Announcers Larry Thor, Robert Kel	ijγ,
Mark Se	ott
Welfare Worker Ruth Warr	cën
Principal Camillo Guer	cio
Principal Camillo Guer Bartender King Dono Judge Katherine Givi	/an
Judge Katherine Give	1ey
Fans Ken Christy, Char	les
Fans Ken Christy, Char Tannen, Anthony De Ma	rio
	7.

Tannen. Anthony De Mario

Once past the introductory phase, which tends to drag, "The Kid From Left Field" hits a nice stride that's comfortably paced for the family trade. Pie mixes baseball with some human interest touches for generally pleasing results. It's a good companion feature entry. Marquee has Dan Dailey for the only name draw.

Pie has an offbeat angle in story line, which has a nine-year-old kid as manager of a major league ball club. Yarn is played straight and not for laughs, as might be expected. Moppet characterization is bandled by Billy Chapin, who's a little hard to take during film's early stages, but gradually develops and costar Anne Bancroff don't have much to do, with major acting chore going to young Chapin.

Story has Chapin cast as the son of Dailey, an ex-big-leaguer relegated to selling peanuts in a ball park. The kid gets a job as bat boy with the feam that uses the park for its home games. He gets friendly with player Lloyd Bridges and makes some suggestions as to how latter can get out of a batting sump. The boy's pointers pay off, with the rest of the team eventually coming to him for tips. Youth's coaching results in the club, is informed that the kid has been

ghosting his son's moves, has the boy promised to secrecy because of his feeling that he's a has-been. Windup, however, has juve telling all, with Dailey calling the plays at pic's fadeout. Baseball sequences, especially when team gets into some tight spots, provide some excitement. Bridges and Miss Bancroft are teamed in some light lomantic bits. Richard Egan has the only predominant heavy role, as the manager replaced by the boy. Cast does a generally satisfactory job.

Harmon Jones' direction, except in the opening sequences, keeps film moving at a pleasant galt. Technical aspects of the film are adequate.

The All-American

Rah-rah football feature, with Tony Curtis, Lori Nelson; en-tertaining offering for regular bookings.

Hollywood, July 21

Universal release of Aaron Rosenberg production. Stars Tony Curtis, Lort Nelson; features Richard Long, Mamie Van Doren. Gregg Palmer, Paul Cavanagh Barney Phillips Dischert Starberg Phillips Dischert Starberg Phillips Dischert Vale Libott; based on story by Leonard Freeman; camera, Maury Gertsman; editor, Edward Curtiss. Previewed July 17, '53. Running time, 82 MiNS. Nick Boneill Tony Curtis Sharon. Wallace Lori Nelson.

.1	Sharon Wallace	Lori Neison
	Howard Carter	Richard Long
	Suste Ward M Hunt Cameron	famie Van Doren.
	Hunt Cameron	Gregg Palmer
١	Professor Banning	. Paul Cavanagh
	Clipper Colton	Barney Phillips
	Whizzer	Jimmy Hunt
١	Zip Parker	Stuart Whitman
•	Tate Hardy	Douglas Kennedy
r	David Carter	Donald Randolph
٠.	Jumbo	Herman Hickman
	I Stan Pomeroy	. Frank Gifford
٠	Tom Harmon	Tom Harmon
į.	Dartmore Quarterback	Jim Sears
	Kenton	Elmer Willhoite
٠.	Jones	Donn Moomaw
	1	

This rah-rah football feature, with Tony Curtis as a star quarterback, is an entertaining offering for the regular situation booking Universal product. While no great classic of the gridiron in the handling of the subject or in the acting, it is plenty of fun for general audiences.

Story setup is likeable, even though every turn of events is forecast well in advance. In Merriwell fashion, Curtis plays the self-confident hero, who is a whizz on the gridiron and just as flashy off in his "sharp" clothes and long haircut.

His parents are killed in a bus accident while enroute to see the boy play on the day he had been announced as an All American quarterback. He gives up school for a spell then later accepts a scholarship as a smaller, more exclusive college, eventually takes up football again, gets in difficules with the rich snobs, is kicked out on the day of the big game and then re-instated in time to win in the final quarter.

nes with the rich snobs, is kicked out on the day of the big game and then re-instated in time to win in the final quarter.

There is plently of football knowhow connected with the picture, but the record books and rules of procedure are thrown out in favor of screening and easily-followed and entertaining mixture of formula film pigskin hokum. Since there are no pretentious efforts towards epic classification, what comes off is perfectly acceptable, even though Sunday-morning quarterbacks may chide 1933 U.S.C. All-American Aaron Rosenberg, the producer, and 1927 U.S.C. All-American Jesse Hibbs, director. However, in the interests of film-fare, they both deliver excellently. Lori Nelson costars as a coed who gets Curtis back on the gridinon and straightened out mentally. She plays the part appealingly. A different kind of appeal was meant in the casting of Mamie Van Doren, blonde charmer who luves the players to an off-limits beer, joint, and gets them in trouble. She's up to the role's demands. Paul Cavanagh pleases as an understanding professor. Herman Hickman, who deserted the coach's bench at Yale for professional acting, plays a coach, naturally. Richard Long, rich snob, Gregg Palmer, Barney Phillips and the others are okay.

Technical lincup on the picture is good, including Manny Cant.

Dangerous Crossing

Okay suspense meller about shipboard intrigue, with Jeanne Crain. For general bookings.

RKO release of Robert Bassler produc-tion. Stars Jeanne Crain, Michael Rennie; features Casey Adams. Carl Betz, Mary Anderson, Marjorie Hoshelle, William Bauchey, Yvonne Peatite. Directed by Joseph H. Newman. Screenplay, Leo-Townsend, based on story by John Diek-son Carr: camera, Joseph La Shelle; cti-for, William H. Reynolds, music, Llonal Newman. Freviewed N.Y., July 18, 58. Humning time 73 Mills.

Ruth Bowman	Jeanne Crain
Dr. Paul Manning	Michael Rennie
Jim Logan	Casey Adams
Liohn Bowman	Carl Betz
i Anna Quinn	Mary Anderson
Kay Prentiss	. Mariorie Hoshelle
Capt. Peters	Willis Bouchey
l Miss Bridges	Yvonne Peattie
Foreign Man	Karl Ludwig Lindt
Purser	. Gayne Whitman
Stewards	Anthony Joenim,
	Charles Tannen
Ship Pilot	. Stanley Andrews
Ship Officer	. William Tannen
Operator	. Adrienne Marden
Attendant	Harry Carter
4	The second secon

Skillful direction by Joseph H. Newman, eerie music by Lionel Newman and adroit photography by Joseph La Shelle combine to conceal the one-dimensional acting in this suspense meller. However, the shipboard locale and Jeanne Crain as marquee bait strengthen its chances for adequate grosses in general situations.

Original story by whodunit

surengthen its chances for adequate grosses in general situations.

Original story by whodunit writer John Dickson Carr is a revamp of the old vanishing-room plot, which was the basis of the fairly recent Jean Simmons' starrer, "So Long At The Fair," which in turned was derived from Alexander Woolcott's re-spinning of an old legend. Instead of having a room in an inn vanish, however, screenwriter Leo Townsend has added a slight twist—a newlywed couple go aboard a ship for a honeymoon voyage and the bride-groom does the vanishing act. The bride falls for the ship's doctor and he helps her discover that her spouse is merely trying to drive her batty so that no suspicion will be considered when he shoves her overboard.

Miss Crain, as the bride, though with a serve the servers.

overboard.

Miss Crain, as the bride, though quite sexy in several scenes, turns in a performance that is shrill, on one key. Michael Rennie, as the understanding medico, is handsomely presentable, except when spouting psychiatric largon about "the father image." Carl Betz as the larcenous husband with a yen for quick cash, is just adequate, as are the other performers.

Robert Rassler has provided ex-

are the other performers.

Robert Bassler has provided excellent production values, and the camera effects—especially shadowy figures shown crawling through the deck mists—are topgrade. In view of the several extraneous scenes only repeating the theme of the bride's hysteria, William H. Reynolds could have edited the 75 minutes of footage down more sharply.

Rask.

Cruisin' Down the River (MUSICAL—COLOR)

Fairly entertaining musical comedy in color with good song names. For regular companion feature bookings.

Hollywood, July 21. Columbia release of Jonie Taps produc-tion. Stars Dick Haymes. Audrey Totter, Billy Daniels; features Cecii Kellaway, Connie Russell. Bell Sisters. Directed by Richard Quine. Story and screenplay, Blake Edwards, Quine; camera (Techni-color). Charles Lawton, Jr.; editor, Jerome Thoms: musical director, George Dunning; choreography, Lee Scott. Previewed July 9, '53, Running time, 79 MINS. Beauregard Clemment Dick Haymes

	Beauregard Clemment	. Dick Haymes
	Sally Jane	Audrey Totter
	William	. Billy Daniels
J	Thadius Jackson	Cecil Kellaway
Ì	Melissa Curry	Connie Russel
	Humphrey Hepburn 1	Douglas Fowler
١	Dave Singer	Larry Blake
Ì	Young Thad	Johnny Down
ļ	Benny	Benny Payne
ļ	Bell Sisters	. Themselve
ì	Sheriff	Dick Crocket
	Ben Fisher	Byron Foulge
	Specialty Dancer	Erze Ivai
¢	<u>ئالىنىڭ ئىلى</u> ڭ ئاينىتىگى دىنىگىل	

Columbia has another of its program musical comedies in "Cruisin' Down the River," a little songfest that proves to be fairly entertaining most of the time, and which will, serve okay as general twin-bill entry. Ten songs, good vocal talents of such names as Dick Haymes, Billy Daniels, Connie Russell and the Bell Sisters, Technicolor and some hokum comedy are mixed for average program results.

Richard Quine directed the

Pitied Than Censured." The title number is done by the cast.

Plot has Haymes, N. Y. nitery singer, inheriting an old southern river boat from his grandpappy, plus the old man's long-lived feud with Cecil Kellaway. Seems that a couple generations before, Haymes' grandsire, a river gambler, had won the boat as well as the skipper's girl, giving birthr to the enduring feud. With the aid of Audrey Totter, who doesn't go along with grandpappy Kellaway's fight. Haymes turns the boat into a floating nightchub and is able to pay off the mortgage.

Haymes, Miss Russell and Johnny Downs appear in the prolog establishing the feud, with Haymes then taking over as the grandson of the gambler while Kellaway becomes Downs as an old man. With an Alabama setting along the Chattahocchee River, there is a ridiculous variety of southern accents flung about for chuckles. Douglas Fowley carries through both prolog and the modern part of the story and is humorous in his aged role. Benny Payne, Daniels' pianist, makes his presence count in the musical portions.

Use of color and the good lensing by Charles Lawton, Jr., puts a furbish on the presentation that is a grade above the unpretentious story values. George Dunning's musical direction serves the tune intents well.

Fort Algiers (ONE SONG)

Average Foreign Legion actioner for nabe bookings.

United Artists release of Joseph N.
Ermolleff production. Stars Yvonne De
Carlo. Carlos Thompson; features Raymond Burr. Anthony Caruso. Sandra
Gale. Leif Erickson. John Dehner. Bill
Phipps. Directed by Lesley Sclander.
Screenplay, Theodore St. Johny based on
William Company of the Company of the Company
William Company
Wi

Yvette Yvonne De Carlo
leff Carlos Thompson
Amir Raymond Burr
Kalmani Leif Erickson
Chavez Anthony Caruso
Major Colle John Dehner
Mueller Boon
Yessouf Henry Corden
Luigi Joe Kirk
Lt. Gerrier Bill Phipps
Sandra Sandra Gale

"Fort Algiers," which should please the adventure fans, is an okay bet for nabe house bookings. Pic is a formula entry motivating around the French Foreign Legion's quelling of an Arab uprising. In addition to the normal action dosage resulting from Arab attacks on French installations and a hand-to-hand battle between villain and hero. Yvonne De Carlo is on hand to add her charms as a French secret agent.

Miss De Carlo, in the guise of a nitery chanteuse, gives Raymond Burr, Arab chieftain plotting an attack on the French, the come-on in order to get inside dope on his plans. She's invited out to his palace where she digs up vital info and relays it to her superiors. Her-true role is discovered but she's rescued from Burr's clutches by her lover (Carlos Thompson), a Legionnaire turned agent. Windup has Arabs and French in a fairly exciting clash, with the latter coming out on top.

Miss De Carlo makes a pretty enticing agent. As a bistro songstress she does an adequate job on the one tune rendered. The lyrics for the number "I'll Follow You," incidentally, were penned by her. Thompson fills the bill as an ex-French Army Officer, who joins the Legion after being unjustly court-martialed. However, he's reinstated with a promotion at pic's closeout. Burr gives a stock portrayal, while Leif Erickson does a good job as a likeable sergeant.

Juseph N. Ermolieff's production fat the film's needs.

Jess.

Ghost Ship

Ghost Ship (BRITISH)

Routine meller for program-mer dates.

and costar. Anne Bancroff don't have much to do, with major activity major activity major activity and costar. Anne Bancroff don't have much to do, with major activity and Long, rich snob, Gregg Palmer, Barney Phillips and the others are close going to young Chapin.

Story has Chapin cast as the son of Dailey, an ox-big-leaguer relegated to selling peanutes in a ball park. The kid gels a job as bab boy with the team that uses the park of its home games. He gets friendly with player Lloyal Bridges and makes some suggestions as:

Rep Guns 3 in Aug.

Rep Guns 4 in the team of the come of the co

programmer bookings where a supporting feature is necessary to round out a bill. Plot basis is promising, but there's a lot of talk and waste motion before it goes into the suspense aspects. Trimming would help the first half and, additionally, would make the running time more suitable for the film's lowercase designation.

Dermot Walsh and Hazel Court portray a Canadian couple in England who buy a steam yacht that is haunted. They refuse to believe the story of spooks but are finally convinced and call in a medium to lay the ghost. It turns out the former owner murdered his wife and lover and stowed their bodies in an unused water tank aboard the craft. With the laying of the ghost, the Canadian couple find the ship is a trim craft, purchased at a bargain and happily sail away. Playing generally is good, the unfamiliar faces of the cast helping to keep the characters from appearing as types. Outside of dawdling too much over the first half of the footage, Vernon Sewell's production, direction and writing serve their respective purposes adequately. Philip Thornton contributed added dialog. Stanley Grant the lensing and Eric Spear the score, all acceptable.

The Square Ring**

The Square Ring

British fight ple may do for U. S. dualers; lack of names known to Americans a handi-

London, July 14.

London, July 14

GFD release of Ealing Studios (Michael Balcon) production. Stars Jack Warner, Robert Beatty, Maxwell Reed, Joan Collins, Kay Kendall, Bernadette O'Farrell, Directed by Michael Relph and Basil Dearden. Screenplay, Robert Westerby; camera, Otto Hele; editor, Peter Bezenent; music, Dock Matrieson. At Gauent, London, July 13, 53. Running time, 13 MINS. Danny Felton Jack Warner

Kid Custic	Dahant Destin
Kid Curtis	. Robert Beauty
Happy Burns	Bill Owen
Rick Martell	Maywell Read
White and the control of the control	. Maxwell Reed
Whitey Johnson	George Rose
Frank Forbes	Alfie Door
Madie There's	Wille Dags
Eddie Lloyd	. Honald Lewis
Adams	. Sidney James
Frankie	John Calling
Electric Control of the Control of t	Joan Comms
Eve	Kay Kendali
Peg Curtis Beri	indette O'Farrell
Lou Lewis	Eddie Drame
	Eddie Byrne
Joe	· · · · · Vic Wise
Warren	Michael Colden
Bunty	lean Clare
*******	Juan Sims
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	

Departing from the slick Ealing formula, "The Square Ring" is an authentic backstage prizefight meller, with action, suspense and good humor. The marquee strength, strong for the home trade, is barely adequate for overseas markets, but the picture is sufficiently virile perhaps to justify spotting on some dual bills.

Apart from a few sequences in the ring, most of the story is unspooled in the dressing room of a smalltown boxing arena. A varied lot of contestants are shown. There is the one-time champ, who hopes to regain his wife by fighting his way back to the top; the boxer, who is forced by his manager to fake a defeat; the happy-go-lucky, type, who cannot help bragging that his nose has remained intact; the novice, who decides to quit after his first bout and the punchdrunk fighter whose license is suspended after a victory. drunk fighter whose lice suspended after a victory.

urunk nighter whose license is suspended after a victory.

The script is held within strict limits, and there is no extraneous matter left in the pic. There are obvious touches of sentiment but they segue naturally into the basic plot. The backstage drama is compactly maintained and the ringside incident has an authentic look. This is mainly due to the allround reliable performances of an experienced cast headed by Jack Warner as a sedate trainer, and Robert Beatty, Bill Owen, Maxwell Reed, George Rose and Bill Travers as the principal contestants. The slight femme interest is adequately done by Joan Collins, Kay Kendall and Bernadelte O'Farrell.

Myro.

ALTEC EXPANSION SET **DUE TO 3-D ACTIVITY**



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M-G-M's

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recordbreaking
run at
Music
Hall, N.Y.

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Clips From Film Row

CHICAGO

CHICAGO

Tool Duckworth, manager of B&k & Varsily Theatre in Evanston, resigned to go into real estate. Lee Eastman, another B&K long-timer stace de him.

Harry Goldman may have to under to operation at Michael Reese Hospital and will have to force to top to Banff until recovery. Sid Rose is pinchhitting at UA. Raigh Eawlet, opening new ozoner in Kankakee, Ill., making three for his circuit.

Ted Locil Aspen pic publicist, here to handle world preem of "Return to Paradise" opening at State-Lake Thursday (23).

More than 200 employees turned out for B&K's annual outing last weck at Nordie Hills Country Clubwith. At Borde, who won the Variety Club tourney, copping goff honors. Harvey Shapiro, Terminal manager, won the Blind Bogey.

Darb Theatre, Manteno, Ill., of Ander on circuit, shuttered Sunday (19).

Dave Walterstein appointed area chairman for film industry on Korca Relief Fund Campaign.

Dave Wallerstein appointed area chairman for film industry on Korea Relief Fund Campaign, George Busch, Jr., son of RKO head booker, promoted to captain in Air Force.

LOS ANGELES

David E. (Skip) Weshier signed with Allan Dowling Productions as national ales rep for recently-completed "Donovan's Brain," with headquarters in N.Y.

Steve Broidy closed deal for Allied Artists to distribute "Jennifer," a Three Fellows production, costarring Ida Lupino and Howard Duff.

King Bros. closed deal for PVO

Duff.

King Bros. closed deal for RKO distribution of their made-in-Germany film. "The Carnival Story," and agreed to spend \$100.000 on special bally stunks, including importation of Saul Solomon, high diving champ, who performs in film.

film.
August will be "Get on Band Wagon" month for Metro's exchanges and salesmen, with a goal of 400 bookings for "Band Wagon" during that period.

MINNEAPOLIS

Metro contract actor Dick Simmons in from Hollywood, visiting his parents.
"Limelight!" (UA), playing subsequent-run initial date, did so well at indic nabe Campus at upped 85c scale that it was held a second week.

scale that it was held a second week,
Later availibilities among Twin Cities subsequent-run nabes and suburban houses playing "Moulin Rouge" at regular prices.
Despite bad weather and distress among outlying ozoners, some of larger city drive in theatres are having their best season to date. Harvéy Lembeck and Bob Strauss of "Stalag 17" play and film cast liere making TV and radio appearances for pic and press interviews.
Exploiteer Arthur, Herzov, Jr., who staged effective "Beast From

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NEW YORK

Louis ce Rochemont Associates
"Mariin Lather" set for national
retare Sept 1;

Anc Domait Pictures acquired
U.S. of Arbiaution rights to "So Little Time" Deal for the Marius
Gorang-Maria Schell starrer was
made with Associated British
Pathe. Redart reissue of the Universal
oldic, "Counsellor-at-Law," preems
at the Trans-Lux, 72d St. Theatre
next Ture-day (28). The late John
Barrymore is starred. Gordon Knox, prez and production chief of The Princeton-Film
Center, the off to the Coast for
two-work study of new TV film
techniques. Myer P. Beck, eastern rep for
Aspen Productions, off to Chicago
for opening of "Return to Paradise." Hell join Mark Robson, director of the film, there,

CHICAGO

Howard Dietz, ad-publicity vec-pee for Metro, and writer-producer Arthur Schwartz here last Wednes-day and Thursday in connection with "Band Wagon," The pair made several radio and TV appearances and attended special screening fol-lowed by cocktall party at War-wick Hotel.

Joseph Singer elected com-mander of Variety Post 713, American Legion; succeeds Jack H. Harris.

Harris.

Starlight Drive-In at Quakertown scheduled to open in two weeks. Claude Schlanger books it.

Mark Robson, director of UA's "Return to Paradise." in town to ballyhoo pic. Philadelphia preem set for Aug. 5 at the Midtown.

PITTSBURGH

PITTSBURGH

Jack Kalmenson, manager of WBexchange here, being transferred
to Milwaukee branch in like capacity. Jerry Wechsler, one-time Pittsalesman, comes back from Cleveland to take over local spot. In
Milwaukee, Kalmenson replaces
Bobby Dunbar, also former local
salesman for WB, who was upped
to district managership.

Bernie Hickey, manager of Shea's
Fulton, and John Walsh, associate
manager, won first prize in Jamestown Amus. Co. "June Jubilee of
Ilits" campaign. Award made on
hasis of increased attendance over

Ted Grance, operator of eight ozoners, mostly in this area, opened his ninth, the Starlite Drive-In at Quakertown, near Philadelphia. Keith Theatre in Burgettstown folded and will be dismantled to make way for furniture store. Mary Ann Theatre is now Burgettstown's sale film house.

Ann Theatre is now Burgetstown's sole film house.

Jake Silverman, pioneer exhib now running the Blair in Hollidaysburg, and his brother, Ike, building drive-in south of Washington,

SEATTLE

Zollie Volchek resigned as city manager for Sterling Theatres to join Jack Engerman, former publicity manager of Sterling, in forming Northwest Releasing Corp. formerly Lippert Pictures of the Northwest. New exchange represents Lippert in addition to other producers.

Northwest. New exchange represents Lippert in addition to other producers.

Hall Baetz, former manager Fox Intermountain, named general manager John Danz's Sterling Theatres group. He succeeds Fred Danz, who is secretary of Sterling Theatres, Inc., and will continue in that post.

Palomar Theatre (Sterling), which was slated for conversion to bowling alley, remains as a theatre, available for concerts, meetings, recitals, etc.

Len Mantell joined Jerry Ross Booking Agency, the former Edward D. Cruea, Allied Artists branch manager, upped biz in his district 200% over the recent 13-weeks national AA sales contest. This made him top man in the nation.

Ed Bishop, old time M-G ex-

tion.
Ed Bishop, old time M-G exchange manager, now heads Ed Bishop & Associates collection firm.

DALLAS.

C. B. (Toad) Leon moved his before the contribution of the contrib

the Tower, downtown Interstate Circuit filmer, named manager of the Majestic, chain's flagship house here. He replaces Van Rob-erts, resigned.

erts, resigned.

U-I will occupy a new exchange building here about Aug, I.

New "magnavision" screens installed in the Casa Linda, conventional surburban film house, also the Buckner Blvd, and Garland-Road ozoners.

Charles Wise, veepee of Phillsley Theatres, bought the Grove, suburban film house; After remodeling, Wise will operate the filmer independently, with Roy suburban him house, After re-modeling, Wise will operate the filmer independently, with Roy Gothard as manager. Gem Theatre at Fort Worth ac-quired by Mr. and Mrs. A. M. Whicher, who remodeled the house.

DENVER

Civic Theatres closed the Gra-nada and Coronet, both in Denver. Too much TV and amusement

parks.
Virgil Campbell, Rex. Brighton. Virgil Campbell, Rex, Brighton, Colo., manager, moved to Denverto manage Santa Fe, succeeding Heary Herzog, who becomes assistant at Gothic. Shelby Doty, for merly Fox Inter-Mountain Theatres assistant city manager Ogden. Utalt, to manage Rex.
Floyd Brethour quit as assistant booker at United Artists to accept similar position at Metro.
Harry Ashton, booker in Atlas Theatres, returned to Golden, succeeding Bud Traxler, who was named manager of the Paramount, Denver.

named manager of the Paramount, Denver.
Mel Madero, Kar-Vu drive-in manager, Brighton, Colo, made city manager for Atlas Theatres, Salida, Colo, succeeding, Warren Butler, resigned. Kenneth Elledge will manage the Kar-Vu.
Mike Stewart, recently with Preferred exchanges, made salesman at RKO, succeeding Stanley Strauss, killed in a recent auto accident in New Mexico.

Venice Pix

"We're giving our merchandise away for nothing at these festivals," one commented. "On top of that, we get hit over the head by some highbrow, jury, which thinks this is a fine time to display existing antagonisms against this country."

Execs don't make any bones about their feeling that, were it not for the prestige and the con-siderable pressures being brought to bear on them by foreign govern ments to chip in, they'd have quit the field long ago. In recent years, politics, too, have entered the pic-ture, and the State Dept, on occa-sion, has urged the industry to enter films in international com-petitions.

petitions.

There is some doubt in N.Y. over

petitions.

There is some doubt in N.Y. over the sincerity of the Italo committee in picking "Pickup" as one of the U.S. quartet at Venice, particularly since among the 20th pix alone, they screened films like "Titanic," "Tonight We Sing" and "Man on a Tightrope." "Pickup," a good grosser in the U.S., puts the accent on violence, which is the main source of complaint about U.S. pix in the foreign market.

As explained by M-G execs in N.Y., the Italians originally wanted "The Bad and the Beautiful." They were informed that the film had already been shown at the Berlin film fete, but that M-G was willing to substitute "Caesar." The selection committee remained adamant, informed M-G reps that "Caesar." wasn't good enough, and that they'd be willing to make an exintormed M-G reps that "Caesar" wasn't good enough, and that they'd be willing to make an exception in the case of "Bad and Beautiful," Because it may not be able to dig up a special "Bad and Beautiful" print with Italian subtitles, M-G is thinking of quitting the race altogether. the race altogether.

DETROIT

(Continued from page 13)
"The Maze" (AA) '3d wk), Big
\$9,000, Last week, \$11,000,
United Artists (UA) (1.938; 7095)—"[Lill" (M-G) and "Slight Case
of Larcen;" (M-G), Big \$12,000,
Last week, "Dangerous When Wet"
(M-G), \$8,000,

Picture Grosses

CLEVELAND

(Continued from page 13) (m.o.) (2d wk). Oke \$5,000 following \$5,200.

Ing \$5,200.

Palace (RKO) (3,300; 55-85)—
"Mighty Joe Young" (RKO) and
"Isle of Dead" (RKO) treissues).
Great \$17,500. Last week, "All I
Desire" (U), \$8,500.

State (Loew's (3,450; 55-85)—
"Vice Squad" (UA). Soek \$18,000.
Last week, "Ride, Vaquero!" (M-G),
\$14,000.
Stillmen (Feedback)

Stillman (Loew's) (2.700; 55-85)—
"Ride, Vaquero'!" (M-G) (m.o.).
Mild \$6,000. Last week, "Dream
Wife" (M-G), same.

Wire' (M.-G), same.

Tower (Telemanagement (486;
55-85)—"Pickup on South St."
(Col) (mo.). Average \$3,000. Last
week, "Cily That Never Sleeps"
(Rep) and "Woman Almost
Lynched" (Rep), \$4,000.

'Desire' Sultry \$7,000, Port.; 'Let's Do It' 9G Portland, Ore., July 21.

Portland, Ore., July 21.

Biz has gone into a slight slump, with exhibs blaming at on the product. Nearly all first run houses have new fare but it doesn't mean much most places, "Let's Do It Again" in two spots is only so-so. However, "All I Desire" looks nice at Broadway, "Lili," which established a longrun, record at the little Guild last stanza, still is big in ninth week.

in ninth week.

Estimates for This Week

Broadway (Parker) 11,890; 65-90)

—"All I Desire" (U) and "Take

Me To Town" (U) Fine \$7,000

Last week, "Francis Covers Big

Town" (U) and "Column South"

(U), same.
Guild (Parker) (400; \$1)—"Lilli" (M-G) (9th wk). Sturdy \$2,500. Last week, \$2,400, and a new longrun record for house.
Liberty (Hamrick) (1,875; 65-90) "Story 3 Loves" (M-G) Nice \$8,000. Last week, "Dream Wife" (M-G) and "Code Two" (M-G) (2d wk); \$6,000

Last week, "Houdini" (Par) and "Code Two" (M-G) (2d wk), \$6,000.

Mayfair (Evergreen) (1,500; 65-90)—"White Witch Doctor" (20th) and "Bandits of Corsica" (UA) (m.o.). Oke \$3,000. Last week, "Shoot First" (UA) and "Marshall's Daughter" (UA), \$2,900.

Oriental (Evergreen) (2,000; 65-90)—"Let's Do it Again" (Col) and "Glass Wall" (Col). Mild \$2,500. Last week, "Houdini" (Par) and "Girls Pleasure Island" (Par), \$2,700.

700: Orpheum (Evergreen) (1.750; 65-90)—"Last Posse" (Col) and "Flame of Calcutta" (Col). Good \$6,000 or less. Last week, "White Witch Doc-tor" (20th) and "Bandits Corsica" (UA) (2d wk), \$5,400. Paramount (Evergreen) (3,400; 65-90)—"Let's Do It Again" (Col). and "Glass Wall" (Col). Okay \$6,500. Last week, "Houdini" (Par) and "Girls Pleasure Island" (Par), \$7,000.

DENVER

(Continued from page 13)

(Continued from page 13)

"Second Chance" (RKO) and "Tarzan and She-Devil" (RKO) Lusty \$15,000 or close Holds. Last week, "Sea Devils" (RKO). Lusty \$15,000 or close Holds. Last week, "Sea Devils" (RKO) and "Below Sahara" (RKO), \$7,500.

Paramount (Wolfberg) (2,200; 50-85)—"Great Sioux Uprising" (U) and "In Society" (Indie), Stout \$13,000 or near. Last week, "Let's Do It Again" (Col) and "Franchise Affair" (Indie), \$12,000.

Tabor (Fox) (1,967; 50-85)—"City That Never Sleeps" (Rep) and "In Old California" (Rep), Fair \$6,000. Last week, "Gun Belt" (UA) and "Neanderthal Man" (UA), \$8,500.

Valley Drive-In (Wolfberg) (I,7000 cars; 85)—"Great Sioux Uprising" (U) and "In Society" (Indie). Trim \$7,000. Last week, "Let's Do. It Again" (Col) and "Franchise Affair" (Indie), \$7,500.

Webber (Fox) (750; 50-85)—"City Sleeps" (Rep) and "Old California" (Rep), Fair \$3,000. Last week, "Gun Belt" (UA) and "Neanderthal Man" (UA), \$3,500.

PROVIDENCE

PROVIDENCE

(Continued from page 12)
and "Along Came Jones" (U) (reissue), \$7,000.

Majestic (Fax) (2,200; 74-\$1)—
"Charge At Feather River" (WB)
(2d wk). Nifty \$11,000 after socko
\$18,000 in first session.
State (Loew) (3,200; 44-65)—
"Farmer Takes Wife" (20th) and
"Scandal At Scourie" (M-G), Slow
\$9,500. Last week, "Dream Wife"
(M-G), and "My Heart Goes Crazy"
(M-G), \$8,500.

Strand (Silverman) (2,200; 60-85)
—"Shane" (Par) (2d wk). First
week, ended Sunday (19) was
smash \$15,000.

Despite Aqua'nial, Mpls. Fine: 'Feather' Rousing \$12,000, 'Chance' Fat 10G

Minneapolis, July 21.

What with stiffest kind of opposition from the Aquatennial, local annual summer mardi gras, it's the toughest kind of sledding currently for the showhouses. But biz is holding up remarkably well thanks to two big 3-D pix. "Charge at Feather River" is standout with a great session at the State. The other, 3-D newcomer, "Second Chance," looms brisk at Orpheum. "Let's Do It Again" is light at Radio City.

Estimates for This Week Century (Par) (1,000; 65-85)—"White Witch Doctor" (20th) (m.o.). Fair \$4,500. Last week, "Scandal at Scourie" (M-G) (2d wk), \$3,500, Gopher (Berger) (1,025; 65-85)—"Trader Horn" (M-G) and "Sequoia" (M-G) (reissues) (2d wk). Winding up profitable stay, at \$3,000. Last week, \$5,000

Lyric (Par) (1,000; 65-85)—"Fast Company" (M-G) and "Sight Case Larceny" (M-G), Fair \$4,700. Last week, "Lady Wants Mink" (Rep), and "Ride Man Down" (Rep), \$4,500.

and \$4,500.

and "Ride Man Down" (Rep), \$4,500.

Radio City (Par) (4,000; 65-85)—
"Let's Do It Again" (Col). Dull \$7,000. Last week, "White Witch Doctor" (20th), \$11,000.

RKO-Orpheum (RKO) (2,800; 75-\$1)— "Second Chance" (RKO).
Brisk \$10,000. Last week, "All IDesire" (U), \$7,000.

RKO-Pan (RKO) (1,600; 40-76)—
"Fort Apache" (RKO) and "Blood on Moon" (RKO) (reissues). So-so \$4,500. Last week, "South Sca Woman" (WB): 22 wk), \$4,800.

State (Par) (2,300; 80-\$1)—
"Charge at Feather River" (WB). Fourth 3-D pic in succession at this house, but promises biggest returns of foursome although hurt by Aquatennial. Great \$12,000. Last week, "Sangaree" (Par), \$10,000.

World (Mann) (400) 55-\$1,20)—

Last week, \$10,000.

World (Mann) (400; 55-\$1.20)—
"Glass Wall" (Col). Just a fillerin before "Lill" (M-G) which opens tomorrow (Wed). Medium \$2,500.

Last week, "Justice Is Done" In-

LOS ANGELES

LOS ANGELES

(Continued from page 12)
tain Trail" (Rep) (Downtown only',
19 days), \$13,000.
United Artists, Vogue (UATCFWC) (2,100; 885; 70-\$1.10)—"Jamaica Run!" (Par) and "The Vanquished" (Par), Fair \$10,000. Last
week, with other units.
Hillstreet, Pantages (RKO) (2,752; 2,812: 60-\$1.10)—"South Sea
Woman" (WB) and "Lost Posse"
(Col) (2d wk). Mild \$15,000. Last
week, \$26,800.
Four Star, Rialto (UATC-Metropolitan) (900; 839; 80-\$1.20)—
"Moon Is Blue" (UA) (3d wk).
Smooth \$20,000. Last week, \$21,500.
Wilshire (FWC) (2,296; 80-\$1.50)
—White Witch Doctor" (20th) (3d
wk). Modest \$5,500. Last week,
\$8,700.
Fine Arts (FWC) (631; 80-\$1.50)
—"Sea Around Us" (RKO) (3d wk).
Good \$6,000. Last week, \$6,800.
Ritz (FWC) (1,370; 70-\$1.10)—
"All I Desire" (U) and "Crash of
Silence" (U) (3d wk). Slow \$3,000. Last week, \$3.300.
Chinese (FWC) (2,048; \$1-\$1.80)
—"Shane" (Par) (7th wk). Hearty
\$20,000. Last week, \$2,080.
Hollywood (SW) (1,364; \$1.20\$2.80)—"Cinerama" (Indie) (12th
wk). Socko \$36,000. Last week,
\$34,000.
Globe (FWC) (762; 70-\$1.10)—
"Neanderthal Man" (UA) and

\$34,000.

Globe (FWC) (782; 70-\$1:10)—
"Neanderthal Man" (UA) and
"That Man From Tangier" (UA)
(2d wk). Thin \$2.500. Last week,
with El Rey, \$5,600.

New York Theatres

PADIO CITY MUSIC HALL. "THE BAND WAGON" FRED ASTAIRE - CYD CHARISSE

Oscar Levant . Namette Fabray . Jack Buckenen

color by TECHNICOLOR . An M.G.M Picture and SPECTACULAR STAGE PRESENTATION



me Sama == First Was DARAMOUNT



You don't have to be a Sherlock Holmes to discover what's happening to your vanishing dollar!

You'll get a clue from the Bureau of Labor Statistics report showing an increase of 90.8% in your cost of living, from 1939 to 1952 . . . with FOOD, RENT, FUEL, HOUSE FURNISHINGS and APPAREL leading the chase . . . and another clue in the Exhibitors Digest findings that the cost of Theatre Equipment and Supplies has risen an average of 98.9% since 1940.

You'd really need a magnifying glass . . . to discover the negligible increase, IF ANY you've received from NSS during these same years of "disappearing dollars" . . . and that's the case in point.

Compare all your costs with the LOW COST, Service - With-A-Smile Policy of the Prize Baby!



Industrial Pix Designed For Cuffo TV Ride Now a \$15,000,000 Biz

tions of a \$15,000,000-a-year indus-ted currently is the production of industrial films designed especial-ty for a free promotion ride on

The telepix—now called "edi-The telepix—now called editorial figure to remove the connotation of their public relations origination, as opposed to straight entertainment—are financed by corporations at a cost of \$2,000 to \$50,000 to \$60,000 cach, depending on their length. The firm's propagandaballyhoo is subtly suggested rather than hommered home with an advertising pitch. Thus, TV stations, can run them for free, execution, can run them for free, execution, cost of transporting the prints and they can be considered public service.

prains

Making these educational-type telepix has become a financial boon to over 40 incedium and small-sized xidfilm packagers operating out of N.Y. Typical perhaps; of the entrepreneurs is Babette J. Doniger, need of Television Snapshots, Inc. N.Y. Since going into the "editorial" film biz last Sept. 1, her firm's packages have been distributed to more than 100 stations. "You have to be a specialist in this field," she says, "The old-type industrial films tended to be technical and broad in scale. A whole industry might, be portrayed with big machines at work and the plugs laid on heavy. But we aim specifically, with TV in mind now, with intimate closeups and a public cducation slant."

He education slant."

Her company's product does particularly well as filler for daytime Lausfrau shows. Among the three-to-12-minute films she has produced are "feed Tea Time" for the Tea Council of América; "Story of Perfume," "Beauty 1s a Science" and "Vitamins for Beauty" for Coty, Inc.; "Tops In Fashion" for Ship in Shore Blouses; "The Luck-fest Girls in The World! for the June bride issue of McCall mag; and "More Room At Home" for Douglas Fir Plywood-Assn.

Old Plx Adapted to TV

Old Pix Adapted to TV

Old Pix Adapted to TV

Nathan Zucker, prez of Dynamie
Films, Inc., points out that his vidBlim company does more than
shoot new TV industrial films. "We
also take industrial films, arready
made before the oncoming of TV
and cut, re-edit or add to them
so that they can be adapted to TV."
he says. His firm has made such
long-run TV films as "Viva México" and "Invitation To New
York" for American Airlines, "Racling Champions," for Champion
Sparkplug Co., and "High Tower,"
filmed in Israel, for the Women's
League For Israel.

Perhaps the most intriguingly

League For Israel.

Perhaps: the most inteigulingly titled editorial Ifim made for TV was "How To Take A Bath." Jim Lee, topper at Uniffins, Inc., will only disclose that it was produced for Helen Rubinstein, the beautician. Another vidfilm of his company's, "The Breaking Point," financed by the Pennsylvania Railroad, was used in part by Ed Sullivan for "Toast of the Town."

Robert Molusky, a topper at Princeton Film Centre, Inc., better the continued on page 38

(Continued on page 38)

Fred Long To UA As Teevee Veepee

Frederick A. (Ted) Long, exit-ing his radio-tele directorship at Geyer agency, takes over today (Wed.) as veeped and general man-ager of the United Artists Tele-vision-Corp., the film distrib firm's wholly owned subsid. He succeeds George T. Shuperl, who has re-signed to shift over to ABCTV to head in time variation for the head up film syndication for the

'Inner Sanctum' Rolls For NBC Film Division Seems

First of the new "Inner Sanc-tum" vidpix, being produced by NBC Film Division went before the cameras last week in N. Y. Anitialler, "The Vellow-Parakeet," stars Ernest Trucx and Constance Ford. Script was by John Roeburt, who's script editor for the series and has also completed two additional stories, "The Good Constitution of the C additional stories, "The Good Luck Charm" and "Identity Un-known."

Iliman Brown is producing the 39 half-hours for NBC.

Lop MOT Vidpix; 55 Staffers Out

week ceased operations on its 'March of Time" vidpix series pro-duction, due to "high overhead costs." At least 55 staffers have

Frank Shea, MOT sales director, said 25 TV technicians had been fired, and attempts are being made to integrate the firm's 30 editorial and research personnel into the staff of Time and Life mags.

staff of Time and Life-mags.

Despite what he hoped was a "temporary_suspension of operations." Shea said MOT's salesmen would continue to peddle the most recent "March of Time" package of 39 telepix, now sold in 40 march sheat, plus its other vidpix, "Crusade in the Pacific," "American Wit And, Humor" and "Ballet De France."

Shea said MOT was continuing production on its new series of 26 "Our Living Language" telepix, with four already in the can.

SHUPERT SWITCH TO ABC SET FOR AUG. 5

Long anticipated moveover of George T. Shupert to head the film syndication setup at ABC, as reported in Variery; takes effect Aug. 5. Shupert joins the web as vice president in charge of ABC Syndication, a new division of the network, following his resignation as v.p.-general manager of United Artists Television Corp.

Artists Television Corp.
Network has not yet set any properties for distribution, but it has a host of new filmed properties, including the Danny Thomas and Ray Bolger shows, "Pride of the Family," and the new Hal Roach, Jr. properties being made for the web which will probably be syndicated outside the network markets.

Bounced as Shamus, Rassler Groans to Court

Los Angeles, July 21.

Wrestler Baron Michel Leone filed a \$3,000 breach of contract suit against Maurice Kosloff and Louic Diaz in Superior Court here, contending they deprived him of a chance to become a legitimate actor. Maurice Kosloff Productions, telefirm, also was named a de-fendant,

Leone claims he was to have re-ceived \$1,000 each for three vid-films, with an option for 10 more. He would have played a detective

Wyle Sets Junket On

Prockter Badge Vidpix Clement Wyle, veeper of Prock-ter Television Enterprises, Inc. N. Y., is planing west tomorrow Thurs.) on a trip to Kansas City. Denver, Chicago and Hollywood.

Renovate Roach Lot

Hollywood, July 24.

Hal Roach studios, idle for the first time in months, is undergoing a general renovation, calling for interior repairs on sound stages, resurfacing of the parking lot, re-landscaping and repaving of the studio streets.

Production will be resumed late this week with the filming of. 'It. Seems Like Yesterday,' telepic pilot toplining Peter Lind Hayes and Mary Healy.

'True Detective' **Vidpix Series Set**

Murray Burnette, who for rected and written the True De-(ective" series on Mutual, has con-cluded a deal with Macfadden Pubclided a deal with Macraduen run-plications under which he'll film a series of half-hour vidpix with the same title and mag tiefn. Burnette has signed Official Films as dis-tributor of the series.

tributor of the series.

Shooting begins in N. Y. soon under Burnette's own production banner, and a pilot will be ready in six to eight weeks. Official will aim at a national or regional sales. AM version had enjoyed longtime sponsorship on Mutual, with Motorola, then Oh Henry candy. Burnette also produces the CBS Radio Marlene Dietrich show.

UNDERHILL TO COAST ON BOLGER VIDPIX

Charles Underhill, ABC-TV's director of national programming, planed to the Coast Monday (20) to 0.0. shooting of the pilot film in the Ray Bolger series for the web, which goes before the cameras later this week.

later this week.

Underhill will also huddle with Hal Roach, Jr., about the four film properties the producer is developing for ABC-TV. Pilots of first three, "White Collar Girl," "Tales of a Wayward Inn" and "Guns of Destiny," will be completed by the end of the month, with the pilot of "White Collar Girl," the Larraine Day starrer, already in the can.

'Pulse of City' Vidpix Sold in 23 Markets

Telescene Film Productions Co

Telescene Film Productions Co., N. Y., has syndicated its 15-minute vidilim series, "Pulse of the City," to 23 markets.

Robert D. Tobias, producer-director, reports that he is now completing 26 in the series. The Telepix are shot on location in N. Y., and are written by Malvin Wald, author of "Naked City," brother of Hollywood film producer Jerry Wald.

Prep 'Day' on Film

Hollywood, July 22. Filming of the NBC "Dennis Day

Finning of the NBC Definis Day Show" will get under way within the next two weeks, in time to get the initial celluloid entry out in time for the fall season. It took Day almost a year to get RCA-Victor to okay the switch from live

Show will be produced by Denmac Productions, Day's packaging company, which owns the show.

Sue Over 'Hickok

Los Angeles, July 21.

Deliva Corp. filed suit in Su-perior Court against David Hire and David Hire Productions, charging breach of contract involving the "Wild Bill Hickok" radio and telefilm package, starri Madison and Andy Devine starring Guy

Complaint states that Delira has a contract calling for 7212% of the not profits and wants a full accounting dating back to the begin-

Kaufman Parlays Guild Films Into \$2,500,000 Gross Biz In One Year

'Design For Living' As Fave Emerson Vidfilm

Fave Emerson is putting final touches on a new show, her own package in which she'll star, called "Design for Living." Show, designed to have national appeal, will have new and different format than she has had before.

Program, a 30-minuter, will be filmed. Several sponsors, who have heard about the undertaking but have not yet seen a pilot, are already showing interest.

Toss Out TWA Bid On 'Lucy' Writers

Petition of Television Writers o

Washington, July 21.

Petition of Television Writers of America to represent writers of Desilu Productions. Inc. ("I Love Lucy"), has been thrown out by the National Labor Relations Board which supported the findings of the hearing examiner.

NLRB found that Jess Oppenheimer, head writer and producer of "I Love Lucy," was in effect a supervisor at Desilu and that he influenced the other two "Lucy" writers, Carroll and Pugh, to take out cards in TWA. Oppenheimer was Iound to be one of the founders, and leaders of the new union.

"It is not disputed," the NLRB report said in part, "that both Pugh and Carroll were present at the Radio Writers' Guild meeting and at the Aug. 28 meeting, where Oppenheimer spoke in favor of a new organization. On these facts we find that Carroll and Pugh were, in effect, solicited by Oppenheimer to join TWA. Considering Oppenheimer's position as head writer and producer of 'I Love Lucy', we find that the showing of interest, on which this petition is based, is necessarily impaired by his activities in the organization of the petitioner, and will dismiss the petition." The Authors League of America intervened in the case on behalf of the Screen Writers Guild.

LANDAU SEEKS MAMIE TO TEE OFF VIDPIX

Vidfilm producer Ely Landau last week sent a letter to the White. House asking permission to film a letter to the life of Mamie Eisenhower as the leadoff film in a series he's going to film on the personal life of top public figures.

personal life of top public figures.
Series is set to go before the cameras in N.Y. Aug. 1. Landau is currently dickering with Eva Gabor to act as interviewer-narrator and is negotiating pacts with people to be spotlighted. Title for the show hasn't been set yet, since Landau is talking with top magazines on a possible tiein, with show's title including name of mag.

New Comm'l Format On 'Fireside Theatre' Vidpix

Mickey Schwarz, prez of Academy TV Productions, N.Y., has just completed producing and directing six of a new series of commercials using a new format for P&G's "Fireside Theatre."

P&G's 'Fireside Theatre.'

The format calls for Gene Raymond to introduce both the half-hour vidfilms and the integrated commercials, for Yory Soap and Crisco, Schwarz is turning out the commercials, under supervision of the Compton agency, at the Fox-Movietone studios in N.Y.

a repeat performance of the "fabulous era" of the early film business in the rapidly expanding vidpix industry—and the key difference between the two periods is that the growth of the latter has been microscoped into a period of a couple of years.

of years.

Situation is probably no better exemplified than in the case of Reub Kaufman's Guild Films, which just one year ago was founded on an investment of \$125,000 and today is grossing at the rate of \$2,500,000 a year and his over \$4,200,000 tied up in or committed to current and future production of vidfilms.

Kaufman, an advertising agency.

of vidfilms.

Kaufman, an advertising agency vet, started Guild last July following his resignation as president and a director of the now defunct but litigation-embroiled Snader Telescription Sales. He started with one sublet office partition on Madison Ave., in New York, and with a couple of little-known properties on which he got distribution rights.

rights.

Today, he's still got those same properties, but owns the "Liberace" series, representing a \$1,300,000 production investment, has signed to produce and distribute "Life With Elizabeth," one of the few situation comedies in syndication which is earmarked for a \$400,000 production investment, and is set to roll out \$2,500,000 for a series on Joe Palooka. While filming of the Liberace musicals was farmed out to Lou Snader, Guild will set up its own production unit and facilities on the Coast for the two new series. Kaufman's one room on Madison Ave. has expanded to half a floor and firm will move to new quarters in the fall.

You Gotta Produce

You Gotta Produce

New quarters in the fall:

You Gotta Produce

Key to growth of the firm was Kaufman's discovery that "you gotta produce." With two series of quarter-hour films plus a sports library, Kaufman found he couldn't get distribution rights to top-quality vidfilms "because." I didn't have a large staff and plushy offices." Because he couldn't get the best films available for syndication and because few top properties were available anyway, Kaufman decided he'd produce his own. Going to his Denver stockholders, he raised enough cash to get "Liberace," which had been airing locally on KLAC-TV in Los Angeles, on film. Firm started to distribute the planist's pix in February. It's currently in 72 markets (representing some kind of sales, record for the amount of time it's been available) and brings in most of the \$200,000 a month the firm is grossing, Additionally, 26-week contracts with the initial buyers of the film ing, Additionally, 26-week contracts with the initial buyers of the film are beginning to expire, and Kaufman reports that all have renewed.

While Kaufman will have most his eggs in the production-dis-(Continued on page 38)

Hawley's Telepix 'Brokerage' Setup

New film buying service for stations and agencies, dubbed the nation's first, "brokerage" of film programs, has been set up by Mark Hawley, who is resigning as radio-TV director of budget control, and program procurement for N. W. Ayer in N. Y. on Sept. 1 to operate the new firm.

Outfit Mark Hawley Associates

erate the new firm.

Outfit, Mark Hawley Associates, will operate strictly as a service to stations and agencies, with commission, 10° c, coming off the distributor's price. Heavy film purchases at a discount will enable him to take commission off the top, Hawley said, at no cost to stations or agencies.

Firm expects to have a linear of

network.

At Geyer, Long supervised such programs as "Nash Airflyte The-Paul Whiteman TV Teen Club," "The Web," and "Dr. 1, Q.," Deriver, Chicago and Hollywood. dealing with such corporate sport of the Products and E. R. Squibb. In Production of the Coast, he will huddle with years, Long prior to his Geyer stin.

At Geyer. Long supervised such to relevant to the production of the series, together with a continuation of the series together with a charge of the series together with a continuation of the series together with a conti

MIGHTY K.C. HAS STRUCK OUT

Can't Tell Players Without Program

Whatever the future administrative pattern and personnel re-vamping at NBC, here's the then-and-now scorecard as of yesterday (Tues.):

Executive

Ted Cott

Frank White

W. II. Fineshriber, Jr.

John L. Herbert

Charles C. Barry

George Frey

Charles R. Denny

Previous Title President, NBC AM-TV

V. P.-Géneral Manager Radio-TV Networks

V. P. In Charge Of Radio-TV Networks V.-P-General Manager WNBC-WNBT, N. Y.

V. P. In Charge Of Radio-TV Programming V. P. In Charge Of Radio-PV Sales

V. P. In Charge Of O & O Operations

(Unfinished business: Naming of sales, program managers for

WPTZ Pact Top Philly Niteries For TV Showcase To Stimulate Biz

Philadelphia, July 21.

Six top Philadelphia nightclubs have decided the next best thing to beating television is to join it, and they have set a deal with WPTZ under which the station will use talent from the niteries in a local variety show and at the same time plug the bistros and the "going out" habit to local viewers. Under the deal set between

"going out" habit to local viewers.
Under the deal set between WPTZ and the Rendezvous, Latin Casino, Embassy, Chubby's, Ciro's and the Pump Room, station will use a full orchestra, permanent emece rotating talent from the niteries and nightclub sets and lighting for the show. Top names will not necessarily be used, but a variety of acts from each club will go before the cameras for a balanced bill.

Stan Lee Broza, WPTZ program

anced bill.

Stan Lee Broza, WPTZ program manager, said show would air Monday nights, since it's a slow night for the bistros, making talent available, and it's the usual night for a change of bill, so that the telecast could plug the niteries' new bills as they come inclubs will promote the show via newspaper ads, lobby and front displays, table toppers and announcements from the floor.

With one or two more clubs

nouncements from the floor.

With one or two more clubs dickering to join the lineup, enough talent will be readily available for each club to present only a small part of its lineup and for each performer to give only part of his routine. Program will be televised from the station's new theatre studio, and will feature interviews with celebrities in the audience, bearing on local nitelife. Program is being peddled to agencies for commercial sponsorship.

"Going out" pitch will empha-

"Going out" pitch will emphasize fact that niteries aren't necessarily expensive, that legitimate clubs can provide food and beverages at prices comparable to neighborhood taverns. It will stress fact that the niteries involved are run by legitimate businessmen charging legit prices.

Hamm Beer Signs

Same

V. P. In Charge Of Radio

V. P. In Charge Of Television

Operating V. P. NBC Radio

V. P. In Charge Of TV Programs

V. P. In Charge Of TV Sales

CBS-Type Joke
Lester Gottlieb, CBS Radio program veepee, points out that six film Oscar winners will be identified with network radio shows next season.
"In fact," says Gottlieb, "(he only Oscar we don't have is Katz, He's in TV."

Larson Peppers Up Salt Lake's **AM-TV Souffle**

Salt Lake City, July 21. G. Bennett Larson, prexy of KDYI, and KDYL-TV, recently purchased by Time and Life, has swung into action on what seems to be a sweeping reorganization of policies.

policies.

First step was hiring a new program director and sales manager.
Second step was lopping off 13.

Third step was consolidating operations, and cutting down on TV broadcast time.

broadcast time.

New programmer is Alvin G.
Pack, local radio vet who started
at KLO, Ogden, and later was in
his present job before switching
to KALL, and the Intermountain
Network. More recently he has
been running an advertising agency. New sales topper is Douglas
R. Clawson, who came to KDYL

(Continued on page 38)

(Continued on page 38)

NEW KEESLEY STATUS REFLECTS TV IMPACT

Upped status of Nick Keesley, the radio-TV director at Lennen & Newell (he was named senior vice-president last week) bears out anew the overall importance of television in agency thinking and activity today.

dis Friday night "Person to Person" GBS-TV show, which same as second sponsor and of the \$15,000,000 L & M. billings. Major chunk of the coin stems from its Old Gold and seconds.

Person" CBS-TV show, which sent to east, Hann Beer last week put in an order for 11 midwest markets. (Sectional sponsorship is similar to Murrow's cross-the-board news how.)

In addition to "Person to Person" Murrow will resume with See It Now "for Alcoa, going into to Tourow For Tourow will resume with See It Now" for Alcoa, going into to Tourow For Tourow terevision in agency thinking and activity today.

Particularly in the case of L & N, video has projected itself into the No. 1 billings position at the agency with its TV programming accounting for more than half of the \$15,000,000 L & M billings. Major chunk of the coinstens from its Old Gold and Schlitz accounts.

FOR WOAF TELE By GEORGE ROSEN

What has happened in Kansas City over the past couple of weeks in terms of breaking the one-station stranglehold on TV programming is of major significance to the entire industry as it relates to the single-station markets throughout the country. out the country.

out the country.

In the first major test of crashing through the program barrier in "monopoly" markets, with Kansas City near the top of the list, CBS-TV within a period of 48 hours succeeded in knocking off every single Columbia client from the NBC basic affiliate in K.C.—Dean Fitzer's WDAF-TV, which until now has been riding the single-station gravy train.

As far as WDAF-TV is con-

As far as WDAF-TV is concerned, the honeymoon is over, now that KMBC and WHB have joined forces to snare Channel 9 in the VHF spectrum and throw in their lot with CBS.

The eyes of the industry will be centered on the post-honeymoon era of WDAF-TV for a variety of reasons, for it may well establish the pattern in determining the new status for stations which, up to now, have enjoyed a TV monopoly in some of the nation's major

now, have enjoyed a TV monopoly in some of the nation's major cities.

Without a single note of resistance, CBS clients accounting for 15 hours a week of WDAFTV programming agreed to the switchoyer to the new WIB-KMBC share-station, including such enviable nighttime live entries as "I Love Lury," the Wednesday night Pabst fights and, perhaps of every strong CBS commercial daytime entries.

Break For NBC

prabst fights and, perhaps of even greater importaince, the lineup of strong CBS commercial daytine entries.

NBC is far from unhappy over the Kansas City situation, for network advertisers previously knocked off to make room for the CBS shows can now ride the cable to K.C. without getting those midnight kinescoped playbacks. Actually NBC clients have enjoyed the most enviable status among the networks in clearing live time in "monopoly markets," with, the other webs having the most to gain by this new relief.

It's the WDAF-TV problem, however, that projects itself min the forefront. Like other operations in major single-station markets, Pitzer's station has been having its cake while cating it, too. Network advertisers (NBC and CBS alike) who wanted the K. C. ride were being obliged right down the line. If an NBC advertiser coulding to line, if an NBC advertiser coulding to time, the periods. Thus Fitzer has been cashing in on an early-morning-time of the status of program-salike, who wanted the K. C. ride were being obliged right down the line. If an NBC advertiser coulding to the line. If an NBC advertiser coulding to him. Apparently, Daly will continue to one and addience, he played the "kine circuit" extending into fring time periods. Thus Fitzer has been cashing in on an early-morning-time periods. Thus Fitzer has been so of plugging holes with live pickups of the NBC shows it has been relegating to the frings areas.

(CBS show delivered a better rating and audience, he played the "kine circuit" extending into fring time periods. Thus Fitzer has been so of the NBC shows it has been relegating to the frings areas.

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(Continued on page 40)

HONEYMOON OVER New Version of Musical Chairs -**Shuffles Around Top NBC Execs,** But Many Asking 'Who's on First?'

Crazy, Mixed-Up Biz

Crazy, Mixed-Up Biz
Chicago, July 21.
Georgie Gobel flew 4,000
miles last Thursday (16) to keep
a 15-minute appointment here.
He was to have begun rehearsals on July 15 as starrer in
the special Palmer House summer show, and the Dave O'Malley agency got him inked for a
number of club dates through
the rehearsal period.

Meantime Gobel blossomed
TV-wise on the NBC-TV 'Saturday Night Revue' and had
to get permission from Merriel
Abbott, Palmer House producer, to hold over on the
Coast one extra Saturday night
for his broadcast. This granted,
he still had to fulfill his commitment to do a turn for the
American Osteopathic banquet
on Thursday night Which
meant flying into Chicago for
a 15 minute furn and then
planing right back to Hollywood again.

ABC in Bid For TV News Spotlight;

Benrus, after turning a CBS-Typitch to switch to that net, has renewed for 39 weeks on NBCTV's "Your Show of Shows," due to return Sept 12.

NBC came through with its lates yersion of musear chars last weekend when the executive personnel inderwent another reshuffle, which becomes effective Aug. 3. Just the week before the NIC-ICA board chairman, David Sarnoff, had promised such an administrative realignment designed to re-embrace the "split down the middle" organizational technique—but with one exception. Originally it had been planned for Frank White, the network president, to take over the radio network, along with his chief aide, William II, Fineshriber, Jr., as No. 2, radio, man. Under the newest Sarnoff repatterning, as disclosed last weekend, however, white retains his same AM-TV prexy status, with Finescriber liending up the radio network and John L. Herbert assunting similar reins in television: Both men, says the official press release, "report to the president," sillhough for unexplained reasons the release at no time identifies the prexy by name. In terms of previous overhaulings at NRC the present one could end when the executive personnel

BC in Bid For

V News Spotlight;

John Daly a V.P.

ABC-TV's accelerating bid for preemine hee underwent and then belanced a second and accounting the heads of these integrated divisions reporting to Fineshriber.

Cours New Status

Walter Craig, who resigned from Benton & Bowles agency as veepee-radio-TV director and member of the board a couple months back as result of differences with top management over choice of Procter & Gamble daytime TV programming, is going into the client phase of the business.

Effective Sept. 1, Craig joins Pharmaceuticals, Inc., as veepeedirector of advertising, with an animal advertising budget of \$5,000,000. In addition to radio-TV, he'll oversee other media as well. Firm chandles Serufan, Jeratol, Jeratol, Jr. Hi-V orange juice concentrate (in which Arthur Godfrey has a financial stake) and an upcoming product still identified as Product X.

Craig will operate directly un-

Craig will operate directly un-der prexy Matthew Rosenhaus and exec assistant C. H. Tedlow, Com-pany currently sponsors "Juvenile Jury" on NBCTV.

or NBUTV.

Craig's drug accounts hackground goes back some years
to the days when he was connected with the Street & Finney
agency, which is primarily identified with pharmaceutical accounts.

Craig is spending the summer on Long Island Sound on a newly-acquired 40 foot boat.

Industry Speculates on Mutual's 'Programs-Instead-of-Payments'

Chief topic of speculation in the radio industry, this, week was whether the Mutual affiliates will accept the revolutionary new propraoming instead-of-payment operational plan offered them last Friday (17) over a closed-circuit by Mutual prexy Tom O'Neil. Stations were asked to express acceptance or disapproyal in writing by Aug. 1. While the plan-has the unanimous backing of the Mutual Affiliates Advisory Board and stockholder stations, it's understood that approval of nearly all the 375 pay stations is necessary to get the Flan into operation. Mutual relations heard from thus far.

Under the new plan, the web will

tations heard from thus far.

Under the new plan, the web will cut its, network option time from nine hours to five daily. All stations must, however, accept all five hours without any station compensation whatsoever. In return, stations will get 14 hours weekly of topgrade free programming, over and above regular co-op, sustaining and commercial schedule in station time. Mutual will continue to function as an all-day operation, with stations able to pick up co-op and sustaining features at will, and with a provision that any station clearing a commercial show will in station time get 85% of its card rate, the remaining 15% going to Mutual as a selling commission.

Mr. D. A. on Schedule

Mr. D. A.' on Schedule
Web, in addition to its regular
rchedule, will give the stations 14
hours consisting of new and old
properties. Among the new properties is "Mr. District Attorney,"
which will air Sunday afternoons
along with "The Shadow" as free
programming to stations. Also set
are five-minute strips featuring
Fred Robbins, Duncan Hines, Al
Helfer, David Ross, Senator Ford
and Arlene Francis & Bill Cullen.
The Three Suns will have a quarter-hour suppertime strip, along
with an unselected femme vocalist
in a second strip.

with an unselected femme vocalistin a second strip.

On the news front, web will provide strips with Frank Singiser,
Baukhage and Ed Pettitt, besidesits regular co-ops, and stations will
also get a half-hour western music
strip in "Lucky U Ranch." For the
stations' half of the Multi-Message lan, web is dickering with George anders to step into "High Adven-

(Continued on page 38)

Bob Hope Clears

Decks For Denver

Washington, July 21.

Bob Hope's Metropolitan TV. Co., winner in a recent FCC examiner hearing in its contest with KMYR for Channel 4 in Denver, agreed to pay KMYR \$125,000 for expenses incurred during long hearings in order to get a quick final decision on a permit from the FCC.

Metropolitan today (Tues.) filed petition with the Commission asking immediate issuance of a permit and agreeing to meet conditions laid down by Examiner James Cunningham freeing Metropolitan from ownership by NBC. The FCC's Broadcast Bureau had laimed previously that Metropolitan was ineligible because of the financial transaction by which the network sold the company KOA. Denver, which included acceptance of a five-year note from Hope Productions, Inc., for 50% ownership in Metropolitan.

Deal between Metropolitan and KMYR included medical expenses for the latter, who collapsed of a five-year note from Hope Productions, Inc., for 50% ownership in Metropolitan.

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Deal between Metropolitan and RMYR included medical expenses for the latter, who collapsed of a five-year note from Hope Productions, Inc., for 50% ownership in Metropolitan.

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ure.
Approval by FCC of Metropoliis petition, which is expected,
uld eliminate filing of excepis and oral arguments of the Ex-Understood that Metropolitan figures the six or

KOMO-TV's Dec. Preem

Seattle, July 21.
KOMO-TV here will be on the air on Channel 4, Dec. 11, W. W. Warren, v.p., and general manager of Fisher's Blend Station said. It will be NBC television outlet here. Construction of KOMO's new transmitter and tower on Queen Anne Hill began last week.

AFTRA's Vote Bars 'Defiant 3'

Hollywood, July 21
Appeal by the 'Unfriendly Three' for reversal of the American Federation of Radio & Television Artists board action in suspending the trio who defied the House Un-American Activities Committee was rejected virtually unanistate. mously by membership at a meet-ing Monday (20).

mously by membership at a meeting Monday (20).

Libby Burke, Shimen Ruskin and Murry Wagner were present to give pitches asking for reinstatement in the union. Speeches were highly emotional in content, but none of the three volunteered to answer the \$64 question, as AFTRA's anti-Commy resolution commands.

Consequently, board action disciplining the trio still sticks. If the trio hasn't changed its mind about cooperating within a year from the time suspension is slapped on, they will be expelled from the union.

Membership had voted to limit speeches to 90 minutes and also voted against a secret ballot. Vote was 154 to 9, with six abstentions, to uphold the resolution under which the trio is suspended.

Trio now plans an appeal to prez George Heller and the national board, meeting here Thursday (23) prior to the convention, with final possibility of taking the case to the convention floor, if the board rejects an appeal.

Osteopaths, Bible Men Hear TV Rapped As Physical, Moral Menace

Constant shortage of video writers has brought about at least one peculiar situation.

The William Morris Agency's Les Colodny has booked an entire stable of writers for the Jackie Cleason CBS-TV show, packaged by Music Corp. of America. that Metropolitan ngures the six or Les Colodny has booked an entire seven months thus saved are well stable of writers for the Jackie worth the \$125,000, since time is Gleason CBS-TV show, packaged important, with the early winter in by Music Corp. of America. Colorado, in getting construction Scripters are Ken Englund, Marunder way.



JIMMY NELSON

DANNY O'DAY AND HUMPHREY HIGSBYE

ERSONAL MANAGEMENT LOUIS W. COHAN 1776 Broadway, N. Y.

Explosive Issues Lacking at Coast AFTRA Powwow

Hollywood, June 21 Hollywood, June 21.
Unless some of the delegates bring their own there'll be no fireworks at the four-day national convention of AFTRA opening Thursday at Roosevelt Hotel. Agendawise officers of the organization, while not minimizing the import of the "business at hand," nonetheless can see no explosive issues.

the "business at hand," nonetheless can see no explosive issues.

The usual number of resolutions will be reported in by committees, none of which is expected to kick up a fight among the delegates, The running tiff with the musicians will be carefully skirted and, if anything, there will be a sympathy of sentiments on the issue of licensing phonograph recordings for home use only. James Petrillo has already taken a stand on this burning issue and he'll be fully supported by the AFTRAns.

Alan Bunc, AFTRA prexy will preside at the meet, with Frank Nelson, head of the Hollywood local and national veepee, hosting at the head table with Claude McCue, executive secretary in Hollywood. Organization's membership of 25,000 of which 10,000 are active will be represented by around 75 delegates. Each 50 members are represented by one delegate, with N. Y. leading with 55 but sending only 30. L. A. will have 49 reps and 16 cities will be represented.

A national organization campaign to cover all the larger markets that have been opened up by TV will be proposed.

Claude Rains' TV Shot

Claude Rains iv anor.
Claude Rains will essay his first
dramatic role on video in the
Evelyn Waugh story "The Man who
Liked Dickens" on the Chrysler
"Medalion Theatre, Aug. 1.
His previous tele appearance was
as a reader on "Omnibus."

Ford's Whopping 95.1

The Ford 50th anniversary show, on both tele networks of CBS and NBC hit the whopping figure of 95.1% of TV homes reached in program station areas, almost double, the "I Love Lucy" mark, as measured by Nielsen.

measured by Nielsen.
Although it outpulled NBC on the Ford anni program and copped the top three rankings, CBS had only four of the top 10 against NBC's six.
National Nielsen ratings on 6 of TV homes reached during the two weeks ending June 27 had the following lineup:

| lineup:
1. Ford Show (CBS)	54.5
2. "I Love Lucy" (CBS)	48.7
3. Pabst Bouts (CBS)	43.1
4. "Dragnet" (NBC)	43.1
5. Ford Show (NBC)	40.6
6. Godfrey&Friends (CBS)	
Ligget & Myers)	40.5
7. Gillette Fights (NBC)	40.5
8. Philco Playh'se (NBC)	39.8
9 "Your Life" (NBC)	38.6
10. Colgate Comedy (NB 37.6	

TV Inaugurates a New Type Of Pitch on Public Service Campaigns

WJR Net Up for '53

Despite a slight dip in sales for the six months ended June 30, net profit of WJR, the Goodwill Station, Inc., was up to \$260,213, as compared with \$230,161 for the same period in 1952. Station grossed \$1,617,817 for the first six months of this year, as against \$1,670,366 for the same period in 1952.

Video's Expanding **Religioso Format**

Keligioso Format

Capitalizing on the growing audience for TV religioso shows (Bishop Fulton Sheen's "Life Is Worth Living," Dr. and Mrs. Norman Vincent Peale's "What's Your Trouble?" and the Lutheran "This Is The Life"). Stork Feature Productions, N.Y., will soon begin peddling to institutional type bankrollers a package that encompasses all the spiritual uplift gimmicks. Producers Larry Elliott, Gene Jay Seagle and Charles F. Gannon are cooperating with Guideposts, the 625,000-circulation interdenominational religious mag, to turn out a weekly half-hour program called "Guideposts."

Costing either \$9,500 if live, or \$15,000 if vidfilm, the package will dramatize yarns from the mag showing how faith has helped celebrities during crises in their life. Celebs (who wrote the original Guideposts articles gratis) have expressed willingness to coop in the TV venture, including Irene Dunne, Herbert Marshall, Fred Waring, Lowell Thomas, Dale Carnegie and Jackie Robinson.

Show will be written by poet Joseph Auslander and his wife, Audrey Wurdemann, and Geoffrey Kean, who has written special material-for Hedy Lamarr and Madeleine Carroll along with sketches for James Melton's TV show. Director will be Charles Kebbe, who owns the Lilli Palmer TV package and directs the Sarah Churchill video show for Hallmark.

LA. Radio's 'Prove If

L.A. Radio's 'Prove It Or Apologize' to Hearst On Commie Allegation

Hollywood, July 21.
Editorial last week in the Hearst
Los Angeles Herald-Express to the
effect that there is one commentator and a female assistant
broadcasting "Communist propaganda" on an L. A. radio station
brought a challenge from Frank
Burke, president of the Southern
California Broadcasters Assn., to
substantiate the charges or apologize.

Cantornia Broadcasters Assn., to substantiate the charges or apologize.

Paper did not name names or station, and Burke wrote publisher David Hearst that he unsuccessfully tried to get facts from the paper to substantiate the charges. He said that if the editorial was truthful, he and the SCBA would cooperate to the fullest to remove such alleged propaganda from the airwaves. But if there's no truth to the charges, Burke declared, he felt the public and the SCBA were entitled to an explanation.

It's reported that Herald-Express managing editor John B. T. Campbell authorized the controversial editorial.

GARROWAY AT LARGE' REVIVAL STILL HOT

Talks on reviving "Garroway at Large" under sponsorship of the Pontiac division of General Motors Pontiac division of General Motors are still very much alive and active. It's known that the present GM prexy Harlow Curtice is as much a Dave Garroway fan as the ex-GM prexy Charles Wilson, President Eisenhower's defense secretary, is an Arthur Godfrey afcionado. If the informal variety show makes a comeback, it's planned that Garroway continue with his NBCTV "Today" show, which has become a profitable venture based on Garroway's continuing availability.

New type of public service campaigns in television is starting to spread around the country. On behalf of various public-participation causes, it takes its form via pitches by station personalities and by viscondary the proposition of the property of the ual demonstration from station studios.

Wednesday, July 22, 1953

studios.

Typical of the job that television makes possible was recent. 1614-hour pitch on WTOP-TV, Washington, for chest X-ravs, in which station staffers had X-ravs taken on camera to show the public how simple it was. Station also showed developed 'X-rays of WTOP-TV personalities who had taken them the week before.

Perhors even more visual is in

snowed developed X-rays of WTOP-TV personalities who had taken them the week before.

Perhaps even more visual in impact was the campaign by WHAM-TV in Rochester a few weeks ago on behalf of the Red Cross! local blood drive, in which a blood center was set up in the station's largest studios and prominent citizens appeared to donate blood before the camera. Stunt achieved record results and got accolades for the station, which staged the affair on the occasion of its fourth anni.

WTOP-TV pitch started when Len Mellen and Frances Shippen, Tuberculosis Assn. flacks, approached station's audience promotion department and asked it to start a "get your chest X-rayed this summer." When station agreed, the Association sent out over 10,000 cards telling of the campaign and advertising viewers to tune to the station throughout the day. Station's stars were all listed on the cards.

All local shows on the station's raident participated, and the campaign got widespread newspaper coverage.

Station execs believe the practice will spread because the visual

Station execs believe the practice will spread because the visual campaigns involve no requests for funds, are good programming (sight of a top personality going through what everyone else including the viewer would do is conducive to viewing) and is a good public relations-promotion stunt for the station.

for the station.

Much of the same practice is getting radio play too. In New York a couple of weeks ago, three foreign-language and Negro-audience stations launched a drive on behalf of the City Health Dept's campaign in certain parts of the city to discover carriers of venereal disease. Campaign took the form of setting up sidewalk clinics to give exams and blood tests, and the stations had their top personalities taking on-mike tests and setting up clinics in studios with an invitation to the public to come (Continued on page 40)

\$7,400,000 FCC **Budget Okayed**

Washington, July 21.
House and Senate Appropriation
Committees agreed today (Tues)
on a \$7,400,000 budget for the FCC
for the fiscal year ending next
June 30. The amount includes additional funds for TV operations,
which will enable the FCC to double the number of examiners to
handle contested TV applications.

nancie contested TV applications.

Agency is expected to move fast, hiring more lawyers, engineers and clerical help to speed up the TV operation. Number of examiners will be increased from 13 to 25.

NBC TAKES HIATUS

ON TV COLORCASTS

NBC-RCA is taking a month
hiatus on color TV experimentation. This will permit for a complete realignment of color equipment preliminary to stepped-up
activity in anticipation of an early
PCC okay.

Colorcasts, which have been going on at a two-show-a-week clip the past few weeks from the Colonial Theatre, N. Y., will resume late in August.

TV NEEDS 'COVERAGE IN DEPTH'

NBC-TV's 'Operations Norfolk'

Norfolk, July 21.

"Operations Norfolk"—designed to make TV set owners in the Virginia city NBC and UHF conscious—was inaugurated as a major enterprise last week when a crew of NBC braintrusters, including press, station relations and merchandising brass, moved in to set up NBC quarters and served notice that its-new UHF affiliate wasn't going to take the switchover of WTAR-TV to CBS lyingdown.

With a "money no object" plan of attack, NBC apparently is determined to sell the UHF brand of TV reception in a big way to offset the WTAR defection, via set dealer deals, widespread promotion, advertising, publicity, etc.

There's one ironic aspect of the NBC push, however, that hasn't gone unnoticed here. The network has inaugurated an ambittous advertising campaign in the local press, with a sum estimated in excess of \$100,000 being poured into the local newspaper coffers. There are two dailies (one morning and one afternoon) under the same ownership. And the family that has the monopoly on the dailies also owns the TV station that has just pledged allegiance to CBS.

FCC Acts to Speed Up TV Grants In Cities Where Needed Most

Washington, July 21.
To bring TV soonest to places that need it most, the FCC last week drastically revised its procedures for handling competitive TV applications, numbering nearly 600, which require hearings before permits can be granted. The new plan is designed to give priority to cities without TV in scheduling of hearings and to put single-station markets ahead of multiple-station markets. station markets.

station markets are do in mittpestation markets.

The procedure, which takes effect in 30 days, takes into consideration the effect of the lifting of
the freeze on the original priorities which have been followed in
handling applications: If these priorities were still to be followed,
many cities without TV would be
kept waiting for action contested
applications while hearings are being held on applications for cities
which already have stations. The
original priorities were adopted
before it was possible to determine
what applications would be uncontested and how many stations
could be authorized.

Under the new procedure, cities

could be authorized.

Under the new procedure, cities without TV which have been far down in the processing line because of small population will be given priority over larger centers which have at least one station in operation. The Commission recently departed from the old priority system to bring TV to Vermont. Had it not done so, the two applicants for the only VHF channel in the state, assigned to Montpelier, would have waited years for hearings.

The new priority system sepa-

The new priority system separates contested applications into two groups: (a) those from localities with no stations on the air; (Continued on page 41)

100G Lawsuit Vs. **CBS-TV 'Pentagon'**

Action has been started on a \$100,000 suit against the principals involved in CBS-TV's upcoming series on the Army's Criminal Investigation Dept., "Pentagon Confidential." by law firm of O'Brien, Driscoll & Raftery on behalf of its client, Alan Nicholl, who claims he submitted the idea for the series to the network a year ago.

Desperate

Omaha, July 21.
Omaha Cardinals, convinced biz couldn't be worse, have okayed TV of their home games by KMTV once a week on a temporary basis.
Union Pacific Railroad is picking up the tab.

ABC-TV Steel Biz Accents Snowball Effect on Clients

ep the race that the web is experi-encing a snowballing effect in sales and programming, under which each new property is open-ing the way for equally important, time and program sales in adja-cent periods.

cent periods.

The network has already experienced this snowballing in varying degrees on three hights of the week, with Tuesday, the latest being of course the most important. Decision by Steel and BBD&O, its agency, was reportedly made after American Tobacco signed for sponsorship of Danny Thomas via BBD&O for Tuesdays at 9 While official announcement Thomas via BBD&O for Tuesdays at 9. While official announcement of the decision to go to ABC-TV was held up until Steel had firmed its production pact with Theatre Guild, officials at NBC-TV, chief rival of ABC-TV for the account, had privately conceded defeat.

ABC TV has set an hour-long.

had privately conceded defeat.

ABC-TV has set an hour-long version of "ABC Album" for the alternate week with "United States Steel Theatre," and the snowballing that sale of Thomas started may see a quick sale on "Album." Web's TV veep. Alexander Stronach, said last week that there are "a couple of hot prospects" to take over sponsorship, Reason being, of course, the (Continued on page 38)

(Continued on page 38)

WILLYS CANCELLING BEN HECHT SERIES

year ago.

Willys Motors, which took on Summonses were served this Ben Hecht's "Talcs of the City" week to CBS-TV; packagers, Tal- for summer sponsorship and a fall ent Associates; sponsors, Philip possibility, has decided to drop Morris and the Biow Agency, with the show after its hot-weather run

WEAK SPOT IN NEWS PROGRAMS

Television news is in the drums. Not that the newscas drums. Not that the newscasters are backsliding or that news discussion shows are not hitting the front pages fairly regularly with their airing of newsworthy views by national figures.

their airing of newsworthy views by national figures.

Newcasters and news discussion programs are still doing a good, job, and among them are such names and shows as Doug Edwards, John Cameron Swayze, Martin Agronsky, Don Höllenbeck, Bob Considine, Gerald Johnson and Paul Harvey, and "Meet the Press," "Man of the Week," "Meet the Veep," "Youth Wants to Know," and "American-Forum of the Air" (others are on vacation, like Walter Winchell and "See It Now").

However, newsmen outside the industry admit that there's no lack of hard news or discussion in television. That, they say, is tele's strong point week in and week out, with TV's top coverage coming during special events like the conventions, elections, inauguration leleviewers are first-hand spectators at the events.

What responsible newspapermen are saying, when they're not crowing about the superiority of their own medium, is, that television, in the news field, is not providing enough variety or depth of understanding in its coverage of world events. Where, they ask, are the equivalents of The New York Times Sunday roundup "The News of the Week in Review" (which won a Pulitzer Prize for 1952), the regular newspaper feature story, and the informational, background story? And where is the ground story? And where is the kind of coverage that "The March of Time" provided with great sucof Time" provided with great suc-cess in radio and in the newsreel field?

Lotsa Subjects

Recent stories that could use fuller treatment on television, some newsmen indicate, are the experiments on mass innoculation against polio, the excess-profits tax battle and the whole problem of the U.S. budget the "dust bowl" drought in the Southwest, and an informational profile on the headline-making activities of Sen. Joseph McCarthy.

Only one regular weekly pro-

Only one regular weekly program, "See It-Now" (now on hiatus), attempts this coverage in depth Its full-hour reportage of the Korean War last Christmas is still cited as an outstanding tole of the coverage in the coverage in the coverage of the coverage iob. But newsmen say there should be many more such programs in an industry that has such great influence on the American people.

(Continued on page 41)

Wrigley Gummed Up On 'Johnny Dollar' Switch, Stations Can't Clear

Wrigley, trying to shift its CBS adio program "Yours Truly, Radio program Yours Truly, Johnny Dollar," from Tuesdays at 9 p.m. to Fridays at 8:30 p.m. has run into station clearance prob-

within a week necause it now has the "Gene Autry Show" on CBS.
TV on Tuesdays at 8 p.m. and thus feels overexposed on Tuesdays.
But local CBS Radio stations needed at least 60 days to clear time, so Wrigley has to stay with "Dollar" at 9. Tuesdays until clearances are worked out.
The game company to remove div.

Morris and the Biow Agency, with a notice to appear in state supreme of seven programs. CBS-TV procurt in Queens County forthcoming. Firm will file the complaint thereafter. Attorneys said they described also amend the complaint to add Remington Rand, who signed this week as alternate sponsor of the "Playhouse" in the file time on a weekly basis with week as alternate sponsor of the "Playhouse" in the fall. Willys had been eveling the Saturday at 7 p.m. spot for the Hecht will bankroll—solo—series—in-the-fall—but show did not over from Sundays. Eventually, "Dollar" will shift ternate with Remington Rand. Program is broadcast Thursdays from return to a participating sponsor on the CBS Radio.

NBC Greenbrier Seminar to Pick Collective Brains From Many Areas

How!

Winslow, Ariz. July 21.

Dana Begay, a Navajo Indian turned radio announcer, has what is believed to be the country in the Navajo tongue.

Tagged "Echoes from Navajoland." Its beamed at the Indians on the vast, isolated reservation near here. Newscasts, chants and even commercials are delivered in the Navajo language.

Fassett a Music Faucet, Reflecting On Europe Swing

Just back from a two-month tour of Europe (Italy, Norway, Fin-land, and the Netherlands), Jim Fassett, CBS Radio music director, rassett, tos radio music director, paused long enough last week for some random observations on his trip and the state of music in radio before he took off again for Tanglewood, Bayreuth, Salzburg and Edinburgh

Reason for Fassett's strenuous summer traveling is his coverage of the "World Music Festivals,"

sored by Willys Motors,
"Festivals," which began in May
and will run through the first Sunday of October, has already presented a world-premiere portion of
Prokofiev's "War and Pence,"
played for the first time outside
the Iron Curtain by the Maggio
Musicale orchestra at the Florence
Festival.

Obtaining of the "War and Peaces" excerpt, Fassett says, was a miracle of luck and persuasion flowering from a lot of confusion. After hurrying from Rome to Florence, he learned he had been given the wrong time for rehearsal. On his arrival, the musicians had finished and were readying to go home for dinner. After much pleading, they rejuctantly took up their. nurrying from Rome to Park, program director, NBC, Chi-given the wrong time for rehearsal. Pinkham, "Today" exec producer; On his arrival, the musicians had been cago; producer Ted Mills; Dick Pinkham, "Today" exec producer; On his arrival, the musicians had producer Ted Collins of the Kate finished and were readying to go Smith Hour; Roger Murr, "Howdy home for dinner. After much pleading, they reluctantly took up their, TV program manager, instruments again — at overtime 4 p.m.—"Competition Analysis rates—and played 18 minutes, stopping in the middle of a bar.

In Italy, Fassett says, "the law guage barnier" in the middle of a bar.

ping in the middle of a bar, In Italy, Fassett says, "the language barrier is nothing compared to the difference of temperament." He found a cessation of all activity from 1 to 4 p.m. every day. On his first day in Florence, he got three fines for parking—before realizing a sign meant "No-Parking"—but when he went to pay the fines the next day he had to wait an afternoon because the power of the property of the sign of the property of the sign of the property of the propert

the mest the next day he had to wait an afternoon because the po-licemen were taking a siesta. The musical director, who is-also producer and commentator for "Festivals," has written a nu-(Continued on page 41)

RAYMOND SWING AS **MURROW CONSULTANT**

First job for Swing, who is now Jamaica, will be to take over

The summer seminar envisioned by Charles C. (Bud. Barry, NBC programming veep, initially in tended as a progress report an exchange of ideas among the net exchange of ideas among the net's creative producers and writers, has expanded to the major summer date on NBC's calendar as an exploration and assessment of all the web's programming daytime, drama, variety, public affairs, color, films, radio and program production.

Conference is now a get-together of NBC's collective brains from many areas, to be held for four days, Aug. 31 through Sept. 3, at the Greenbrier. White Sulphur

many areas, to be held for the days. Aug. 31 through Sept. 3, at the Greenbrier. White Sulphur Springs, W. Va.

Keynote address, 4ttled "The Challenge," will be delivered by Brig. Gen. David Sarnoff, RCA and NBC board chairman, Sept. 3. Indication of his theme may be gathered from the general's comment on the officially named Creative Program Conference.

"Leadership in radio and delevision broadcasting," he said, "Is measured by what these media do to chiefe the cultural life of the nation, NBC's record of performance provides a yardstick for the

As many of the net's top writers, producers and program exces from New York, Chicago and Hollywood Robert E. Sherwood, Fred Coe, Worthington C. Tony: Miner, Goodman Ace and Sylvester L. (Pat). Weaver Jr., for instance—as possible will attend. Also invited are representative radio-tele critics to give their, views. More than 60 persons are expected to be in attendance. Barry, who'll supervise the meet, will call all sessions to order.

1 30 p.m. "Dayline Television, or the Profit Factor." Speakers: Adrian Samish, member of NBC's

4 p.m. - "Competition Analysis.
Public Affairs A Responsibility."
Speakers: Davidson Taylor, publicaffairs director; Bill McAndrew,
manager of the news and special
events, and Ed Stanley, manager
of public-service programs.

Tuesday, Sept. 1

9 am. - The Bitter Facts, or the
Cost of TV." Gustav Margraf., tal(Continued on page 40)

Four-Show Video **Jackpot for Coe**

Raymond Swing, who has driver hlatus Sept. 13, and "14 son," summer replacement from his son," summer replacement from on, and the son," summer replacement from son, "summer replacement from son," summer replacement from a good charge in August, but in the role of special consultant to Edward R. Murther sponsor and time slot the fall. The Philo Good Playlouse, of course, continue a year-round basis.

Shows.

m samaca, will be to take over Philip Morris for Dundall expected by role of editor of CBS Radio's 'This I Believe,'' which Murrow narrates steps in as alternating spon or. Show is a five-minute inspirational Show will be written by Roleno for board, succeeds Ed Morgan, who's leaving the show because of in own in the 8-to 8-30 pm Satirday leaving the show because of in own in the 8-to 8-30 pm Satirday leaving the show because of in soil to be occupied by Bonno. Swing, nationally known for his tinuing five more works, before prewar and war broadcasts, had the Pluza show debuts, with been with the Voice of America Sammy Kaye's 'So You Want to until last May, as commentator.



SWG Claims Talent Agent-TV Bosses 'Without Ethics'; Open Break Is Seen

Hollywood, July 21.

Possibility of an open break between the Screen Writers Guild of the Authors League of America and celtain talent agencies looms as a result of what the SWG considers "unchical practices" by the agencies, which not only represent scribblers but also employ them in self-owned or controlled television on ABC-TV in the fall. Progregated as the second of the se warning agencies, the SWG,

In warning agencies, the SWG, which contends that such agencies have been hiring writers at below SWG minimum scales, did not indicate what action it will take if alleged practices continue. One of the agencies involved contended that since the Television Writers of America, SWG's archival, won an NLRB election for network video scribblers, SWG standards are no longer necessarily those of the industry. TWA has not yet announced its basic demands.

mands.
The feeling with the SWG is that certain agencies are seeking to capitalize on the feud between the SWG and TWA, as well as on the fact that the TWA has set no mini-

SWG and TWA, as well as on the fact that the TWA has set no minimum as, yet.

There's virtually no possibility of a concerted stand by the SWG and TWA; which only recently wound up a bitter election campaign in which the comparatively new TWA defeated SWG. TWA some time ago, attempted to invade the ranks of the SWG in the telepix field, when it sought representation at Revice Productions, an MCA subsid, but its petition was tossed out by the NLRB on the grounds that the TWA lacked adequate representation to warrant a jurisdictional elections.

There has been considerable feeling within the SWG rank and file for some time against agents who both represent and employwriters, with the scribblers won dering just whose interest is being best served in such instances, Some time ago, the Screen Actors Guild, irate at agents acting as employers, sought to negotiate an agree.

irate at agents acting as employ-ers, sought to negotiate an agreesuch dualism but effort didn't carry all the way

FCC's TV Grants Reach 522 Mark

Television stations authorized in the U. S. and possessions reached the 522 mark last week as the FCC continued to dish out permits for new outlets. Of the total authorizations, 202 have reached on the air status.

air status.

Outstandling in the week's batch of seven permits was the Commission's authorization of the 19th non-commercial educational station, the grantee being the WGBH Educational Foundation in Boston. tion, the grantee being the WGBH Educational Foundation in Boston. The authorization gives Boston its third VHF outlet and its fourth station (a UHF permit was granted several months ago to E. Anthony & Son). A commercial VHF chaon-icic several months ago to E. Anthony & Son). A commercial VHF chaon-icic several months ago to E. Anthony & Son). A commercial ville chaon-icic several months ago to E. Anthony & Son). A commercial permits is used was one to theatreman Ted Gamble's Mt. Mood Radio & TV Broadcasting. Corp. in Portland. Ore. The authorization was granted without prejudice to the contesting applicant. (Pioneer Broadcastic res. Inc.) for channel 6 requesting permission to acquire negative control in Mt. Hood.

Other permits went to Cal Tel Co., San Francisco; WTTM. Trenton, N. J.; WFMZ [FM]. Allentown, Pa.; KRGV, Weslace, Tex. and KTVW, Wichita Falls.

Examiners' decisions were also issued favoring applications of Joliet TV, Inc., Joliet, Ill.; Wilson Enterprises, Inc., Worcester, Mass., and WROL, Knoxville, Tenn.

Reno Preps TV Bow

Reno, July 21.
Reno's first television station.
KZTV, should be airborne by
Sept. 15.
Final class.

Sept. 15.

Final clearance was granted by restaurant spot this semester so
FCC last week, when it approved far.

transfer of ownership control, and Miss Keith, who handles radioa change of site for the transmit-TV publicity for Broadway legit
ter, Approval was given to attractions, will include reviews of
Nevada-Radio-Telovisien-Co., Jaco-plays-in-the-program.

ON SEALY AGENDA

Sealy Mattress Co. has bought a sealy mattress to an as bought a new Lou Cowan package, "Come-back," for a Friday night exposure on ABC-TV in the fall. Program, in which guests who made a come-back in some field of endeavor or back in some field of endeavor or in personal troubles are inter-viewed, will air at 9:30 p.m., fol-lowing the Paul Hartman starrer, "Pride of the Family."

Sale wraps up ABC-TV commer-cially in the 8 to 10 period Friday nights, with General Mills holding the 8 nm snot with Sti Fruin

nights, with General Mills holding the 8 p.m. spot with Stu Erwin, Lambert and Hotpoint alternating on "Ozzie & Harriet," and Bristol-Myers and Armour alternating on "Family." For Sealy, it's the company's second network show, firm having bankrolled "Balance Your Budget" on alternate weeks on CBS-TV this past year.

Lots of FM'ers **Folding In Ohio**

Columbus, July 21.

Three frequency modulation stations have gone off the air here in the last two months, one of them an FM pioneer.

At its peak, FM was being utilized by seven stations here. First to go was WRFD-FM some years ago. Two months ago the Crosley Broadcasting Corp. discontinued WIW-F. Its transmitter duplicated WLW programs from Cincinnati with an antenna on WLW-C's tower here. WLW-C recently shifted from Channel 3 to 4 and the changeover resulted in dropcinnati with an antenna on WLW-C's tower here. WLW-C' recently shifted from Channel 3 to 4 and the changeover resulted in dropping FM. Additional expense in tower changes required to maintain FM was prohibitive.

A month ago WHKC eliminated its: FM adjunct. Officials figured the station's AM coverage was sufficient.

its FM adjunct. Officials figured the station's AM coverage was sufficient.

More recently WELD, the first FM station in Ohlo and one of the first 12 licensed in the nation, called it quits when WBNS-TV from whose tower it transmitted, installed a new high-powered antenna. Costs of refurbishing for FM were considered too high for returns gained.

WELD was the only FM station here which attempted independent programming, which system it followed for several years. More recently it has been duplicating WBNS-radio programs.

This leaves the city with three FM stations, all of which have AM situations of a nature that the stations gain either audience, coverage or time on air with FM. They are: WCOL-FM, the Charles Sawyer station; WVKO-FM, which originally was an FM-only operation and acquired a daytime AM license in the last year; and WOSU-FM, the Ohio State U, station.

Carroll to CBS-TV In Writer-Producer Pact

Hollywood, July 21. Carroll Carroll, who has been a Carroll Carroll, who has been a ward Wheelock veepee here since 1946, has signed an exclusive producer-writer pact with CBS-TV, reporting to the net immediately. His first assignment will be the new Bob Crosby daytime teeveer the web is developing. He'll also work on other properties.

Maxine Keith Airer

N. Y., with his two-hour WMCA: late night interview and chatter stint Monday through Saturdays. station has signed Maxine Keith for the Sunday time with a twohour gab show at midnight. He originates from the studio; no restaurant spot this semester so

NBC SETS 2 MORE DAYTIME TV STRIPS

NBC-TV is adding two more soapers to its am strip lineup Aug. 3. They are "Three Steps to ilcaven," scripted by Irving Vendig (who also does "Perry Mason"); at 11:30 a.m., and "Follow Your Heart," written by Elaine Carrington (of "Pepper Young's Family" and "Rosemary"), at 11:45. Both shows will originate in New York.

Preceding soapers are both Chicago shows, "Hawkins Falls" at 11 a.m. and "The Bennetts" at 11:15.

Authors League In Counter-Move Vs. Indie TWA

America, which recently won NLRB jurisdiction over freelance

America, which recently won NLRB jurisdiction over freelance "live" tele network writers, the Authors League of America is pushing reorganization plans to set its house in unified order.

Aim is to achieve blanketing writers in any field—film, tele, radio, print or legit—with a minimum of red tape and maximum protection, an appeal that may be attractive to ALA's Radio Writers Guild, which has been plumping for one broadcasting union. RWG leaders recently asked the ALA to approach the TWA on a possible merger, saying they were out to seck one guild—"within the League if possible, outside if necessary." ALA plans seem to be bypassing the TWA, however. Instead, the ALA's Television Writers Group last week went on record asking for guild status. This is now possible, by a recent constitutional change, with approval by the League Council and a majority vote of the League membership. Heretofore, membership of a new guild had to be approved unanimously by the other ALA guilds, and with RWG objecting the TWG didn't have a chance.

and with RWG objecting the TWG didn't have a chance.
The TWG is now administering League television contracts, live and film, in the East, with the Television Writers Group of the ALA's Screen Writers Guild performing the same functions on the Coast. Presumably the two tele groups will be joined in one tele guild, but further ALA unification will be needed to mollify the RWG's demand for one broadcasting union.

RWG's demand for one broadcasting union.
Executive committee of the ALA's TWG consists of chairman Edward Mabley, Joseph Cochran, Max Ehrlich, Ruth K. Friedlich, Larry Markes, Oliver W. Nicoll, Margaret Weiss, and Max Wilk. Members of subcommittees are (on credit arbitration) chairman Elihu Winer, Don Ettlinger, Stanley Niss, Peggy Phillips and Lynn Shubert, and (on grievance) chairman William Kendall Clarke, David Davidson, Marcia Drennan and Robert Mason Pollock.

TWA's Overwhelming Vote
Hollywood, July 21.
The indie Television Writers of
America's contemplated absorption
of Radio Writers. Guild members
has been made possible by an
overwhelming vote of TWA members, prexy Dick Powell reported.
He said that 98.7% of New York
and Coast members had approved
a bylaw change to include AM
scribblers.
TWA board of directors meets
Thursday (23) to discuss a ballot
on the change of constitution and
various plans for "getting radio
writers into the TWA, taking over
existing contracts." Plans will be

existing contracts." Plans will to presented to the membership at meeting July 28.

Hoins Exits DuMont.

Alaska Radio Beckons Femmes

Roy V. Smith, spot sales manager for Alaska Radio Sales, N. Y., returned home this week after a seven-week voyage to Alaska, happy that the hix CBS stations he represents in the Alaska Broadcasting System are doing an "all-time high business," but worried over the growing shortage of femme radio talent up there. He said some of the biggest sales come from Mary Margaret McBride-type hausfrau shows conducted on each station by an American gal. "But the population in Alaska is 60% male to 40% female," he brooded. "No sooner does a gal get settled into her job on a station than she latches onto a husband and they take off to settle in Guam or Honolulu. It's a happy hunting ground for lonely American husband-seekers."

Smith, safely accompanied on the trip by his wife of two years marriage to Chicago girl), travelled from Seattle up north aboard the yacht of Alaska Broadcasting System owner Bill Wagner. He found the weather "far more gorgeous" than that prevailing on Madison Ave.—63 degrees by day, 40 degrees by night, and no stifling humidity.

From a permanent population of over 200,000 and 100,000 residents, he says, his six stations have grossed well over \$750,000 in

From a permanent population of over 200,000 and 100,000 residents, he says his six stations have grossed well over \$750,000 in the past 12 months. KFUD, Anchorage, alone netted \$138,000. In Anchorage, he found, local merchants are spending \$2 per person on radio advertising, as compared to the U. S. average of \$1. Fact that 50 national U. S. advertisers are now spending on his stations—KFRB, Fairbanks, KINY, Juneau, KTKN, Ketchikan, KIFW, Sitka, KIBH, Seward and KFUD, Anchorage—is a sign

that ad agencies no longer consider it a land of ice and snow, he says. While up there, he met advertising and sales managers of at least 10 major companies, including General Motors, Kraft, Carnation Milk, Pan-American Airways and Union Oil of California.

7 Return UHF Permits to FCC Due To Set Conversion, Web Headaches

WOR-TV's Sponsor For 'N. Y., Page 1' Panel Show

M. I., Page 1 Panel Show

Michaels Bros., N. Y. furniture
and appliance chain, will sponsor a
new news panel show, "New York,
Page One," starting in September
on WOR-TV, N. Y. Program, to
be packaged through Beacon Advertising, will consist of a moderator and two reporters from Gotham
dailies interviewing a headline personality, and will air Mondays from
11 to 11:15 p. m.
Moderator will probably be Don
Passante, who handles the station's
"America Speaks" forum show.

NBC 'Cumulative' Accent Into High

NBC's Audience Measure Divi-sion is hitting the cumulative-audi-ence angle hard, something that ence angle hard, something that Life magazine began several years

Latest research and planning bulletin from the net reveals Nielsen Radio Index Index data on long-term turnover of radio audience and frequency of listening, with special emphasis on NBC's "News of the World" program,

with special emphasis on NBC's "News of the World" program, sponsored by Miles.

Show reached approximately 2,500,000 homes with its average broadcast between October, 1952, and March, 1953, but reached 17,500,000 different homes at least once during 12 weeks of the period, for a 12-week audience turnover of 6.7.

17,500,000 homes which were exposed to the program in 12 weeks

17,500,000 homes which were exposed-to the program in 12 weeks heard an average of nine broadcosts, with Miles thereby receiving over 156,000,000 impressions.

Also revealed was that "News of the World" reached 69% of the radio-only homes in TV areas and 56% in the radio homes in non-TV

CBS PAYING \$25,000 FOR SAROYAN OUTPUT

Hollywood, July 21.

Hubbell Robinson, CBS veepee on TV network programming, called in William Saroyan to see how interested he'd be in writing originals for Columbia exclusively. Would he be allergic to \$25,000 for his literary output per annum? He would not and autographs were exchanged.

Back to 'Amateur Hour'

Jack Hoins has ankled the DuMont publicity department to return to the Ted Mack 'Original
Amateur Hour' unit as continuity
coordinator and a production
He had been with Mack and the
initial "Family Hour" radio and
TV shows for four years before
joining DuMent.

Washington, July 21.

Difficulties in securing network affiliation and problems of conversion of VHF sets are causing more and more UHF applicants to turn in their TV construction permits and drop plans for building stations. Following surrender of the first permit by a station on the air (WROV-TV in Roanoke, Va.), authorizations were relinquished yesterday (Mon.) by WHHH in Warren, O., and WWOD in Lynchburg, Va. These brought to six the number of UHF permits returned.

Roanoke station advised the Commission last week that its operation is "economically unsound" and that it would join the contest for the remaining VHF channel available. The outlet got into operation in February as an ABC affiliate after WSLS-TV went on air with a VHF signal and NBC and CBS affiliations.

Lynchburg permittee decided that the "risk is too great" to goahead with UHF construction. Viewers in Lynchburg, which is 45 miles from Roanoke, are able to tune in WSLS-TV.

Warren permittee told the FCC that factors of programming, potential advertising and conversion of VHF receivers caused it to drop UHF plans. Warren is within reception range of Cleveland's three VHF and Youngstown's two UHF stations.

KING's Northwest TV Educ. Institute

Seattle, July 21.

KING-TV here will sponsor an Educational Television Institute Aug. 26 through Aug. 22 to explore best possible use of television.

Many educational TV experts from all parts of the country will be here to participate in the institute, including Dr. Keith Tyler, director of the Institute for Education by Radio and Television at Ohio State Univ.; Ray Stewart, executive producer, WOI-TV, Iowa State College, Ames, Ia.; Gertrude Broderick, consultant for radio and TV, United States Office of Education; Bill Sener, director of Education; Bill Sener, director of radio and television, Detroit Public Schools, Betty Girling, director, Minnesota School of the Air, Minneapolis; Judith Waller, producer of "Ding Dong School," and public service and educational director for NBC, Chicago, and Margaret Selgley, coordinator of television for Oklahoma City Schools.

Representatives from Seattle Public Schools, King County Schools, University of Washington, Seattle University and Seattle Pacific College, in addition to members of local and professional groups will-

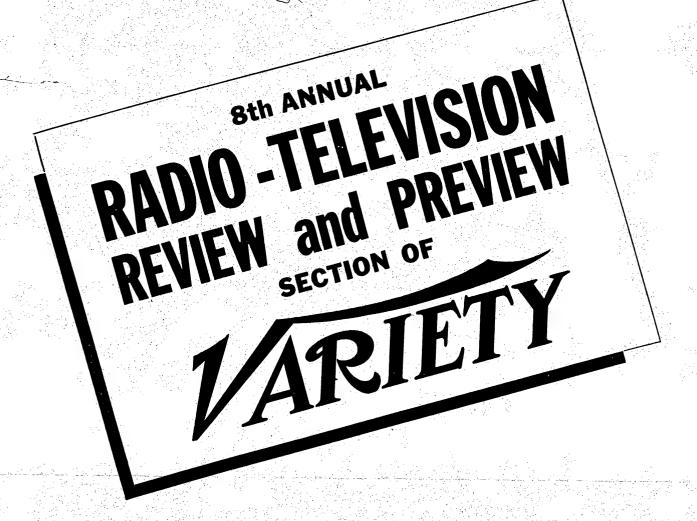
Pacine College, in addition to mem-bers of local and out of town civic, social and professional groups will-attend. Classes for the nearly 300 regis-trants will be held in KING stu-dios and at Seattle-public schools.

LAST CALL

Tell your success story to the men who BUY TIME AND TALENT!

Tell it when Advertising Agencies and sponsors plan their programs for the new 1953-54 RADIO AND TELEVISION SEASON.

Tell it NEXT WEEK, JULY 29TH, in the



Your advertisement in this special section is your memorandum on the desk of Mr. John Buyer Dough.

VARIETY

New York 36, 154 W, 46th St. Chicago 11, 412 No. Michiga Hollywood 28,

London, W.C. 2 8 St. Martin's Place

Program Supervisor: Norman Frank Producer: John Ives Director-Writer: Stanley Niss 30 Mins.; Tues., 9:30 p.m. Sustaining (BS, from N. Y. "21st. Precinct," a documentary-style drama about life in a New York police precinct, obviously is. (BS-Radio's answer to NBC's "Dragnet." If the second in the series caught last Tuesday (14) is a criterion, then producer John-Ives and director-writer Stanley Niss have matched Jack Webb's package successfully down to the last, authentic, understated detailing of police procedure and the curtain-line explanation. "Names have been changed to protect the innocent."

curtain-line explanation: Names have been changed to protect the innocent."

Though the imitation seems blatant, actually neither package is entirely original in concept. Sydney Kingsley touched off the copsportrayed-with-authenticity trend in his Broadway play, "Detective Story." Even before that, packager Phillips H. Lord was trying to peddle a similar package which finally emerged as one of TV's earliest drama series, about defendants. in a courtroom, "The Black Robe."

earliest drama series, about de-fendants in a courtroom, "The Black Robe." No matter what it's ancestry might be, "21st Precinct" is an ex-citing show. The one quality that distinguishes it from "Dragnet" is that it interrupts its story line con-tinuously to inject episodes which suggest the grinding routine of a real-life police captain, and thus make him seem all the more

suggest the grinding routine of a real-life police captain, and thus make him seem all the more human.

The simple plot merely depicted how the precinct officer. Everett Sloane, convinced an immigrant mother, Barbara Weeks, to reveal the whereabouts of her tough son. Bob Readick, escaped from the police station. Miss Weeks was outstanding as she gave Niss' realistic dialog just the right flavor and nunness of a bewildered mother. Sloane, too gave a sensitive portrayal of the weary, yet patient, cop. The supporting players, Lawson Zerbe, George Petrle, Ken Lynch, Linda Watkins and Elaine Rost, were good in contributing atmosphere to the surroundings. Admittedly, behind-the-scenes life of a cop coping with crime is absorbing. But the true story of the keepers of the law, along with that of the newspaper reporter, is currently being overdone. If CBS can do such a fine job with "21st Precinct," then perhaps it might begin glving the same authentic radio treatment to other professions equally pregnant with human interest—the preacher, the druggist, the truant officer, the labor leader, even the bank manager. Rask.

TRANS-ATLANTIC BRIEFING

TRANS-ATLANTIC BRIEFING
With Bill Sprague, Romney Wheeler, Frank Bourgholtzer, Jack
Begon, Morgan Beatty
Producer: Joe Meyer
30 Mins.; Sun., 3:30 p.m.
Sustaining
NBC, from N. Y.
NBC news division has hit on an interesting and informative manner of presenting and discussing the news and its significance, via a five-way hookup between NBC correspondents in key foreign capitals and the U. S. Initialer had Morgan Beatty from Washington subbing for Bob McCormick in Frankfurt; future shows will have McCormick and Sunday's (19) lineup: Romney Wheeler from London, Frank Bourgholtzer from Paris, Jack Begon from Rome and Bill Sprague coordinating in N. Y.
Aside from the obvious advantages of such a setup—the on-the-spot availability of reactions and opinions to news developments in the foreign capitals—the informality of the session provides its key attraction. The informality correspondents know their, diplomatic onions, they know how to express themselves, and they do, not without some show of heat at times. It all adds up to fascinating listening for the average listener as well as the foreign affairs expert.

Cornerstone of the discussion on the initialer was the news from the various capitals. Sprague not only was able to get the immediate opinions of the key Western diplomatic offices, but found a heated discussion touched off when Wheeler reported the British still distrusted Syngman Rhee. Beatty lost his temper; Bourgholtzer shrugged it off in the Parisian manner and Begon pitched in the Italian feeling on the matter.

In point of view of articulate ness, inmeliness and informativeness, NBC has hit upon a top property, and a nighttime exposure might give it a better showcase.

AQUATENNIAL RADIO SHOW
With George Jessel, Victor Borge,
Lu Ann Simms, McGuire Sisters
(3), Cedric Adams, Bob DeHaven, Clellan Card, Bob Mantake's
"Choralaires" (55), Bert Hanson,
Joan Iden, Tony Grise, Andre &
Delphine, Jeanie Arland, Winnipeg Bagpipe Band (22), Wally
Olson Orch, (22)
Producers-directors: Bob McKinsey, Ed Viehman
Nriter: Viehman
120 Mins: Sat. (18), 8 p.m.
PARTICIPATING
WCCO, Minneapolis

120 Mins.; Sat. (18), 8 p.m.

PARTICIPATING
WCCO, Minneapolis

In the era of the intruding TV ogre it's apparent again that WCCO radio still has not been afflicted with any inferiority complex and is not prepared to take a back seat. Continuing to do big things in a big way, it refuses to be pushed into the rear by the brash video newcomer that's supposed to have cinched broadcast dominance. In fact, upon occasion, as in this instance, it even steals the play away from its young competing rival.

This sixth annual two-hour Aquatennial show, played before an Auditorium capacity audience of 10,000 that paid up to \$6 a ducat and also sent in its entirety over the air, marks another of the comparatively frequent WCCO radio tenstrikes calculated to strengthen its high Twin Citles position and to keep it very much in the limelight.

With such funmaking past masters as Vistes Posses.

with such funmaking past masters as Victor Borge, George Jessel and its own Clellan Card supplying the comedy, ace staffers Cedric Adams and Bob DeHaven contributing some of the topdrawer emceeing and airwave stars Lu Ann Simms and the McGuire Sis and stellar local performers Choralaires, Bert Hanson, Jean Iden, Tony Grise, et al., dispensing song and melody, the highly entertaining show clicked both for its live and ether audience, doing the station proud.

It was no mean accomplishment

It was no mean accomplishment for the show to measure up to its illustrious predecessors which en-listed such talents as those of Bob Hope, Arthur Godfrey, Eddie Can-tor, Edgar Bergen, Ken Murray, Garry Moore and Dennis Morgan.

Garry Moore and Dennis Morgan.
Considering the brief time for putting the show together and rehearsing, its smooth runging, swift pacing, expert routining and spontaneity put producers-directors Bob McKinsey and Ed Viehman and stager Bill Shepherd in line for orchid tossing. Holding a vast amount of entertainment, the feast of fun, song and music played flawlessly.

As hitherto, WCCO criff the

amount of entertainment, the feast of fun, song and music played flawlessly.

As hitherto, WCCO split the show into four 30-minute segments, each of which had a different sponsor. Borge and Jessel worked in and out of each portion and took turns in guiding the divisions. Several other of the performers also made two or more appearances.

Borge, of course, netted yaks with his usual satirical spoofing, dry humor and buffoonery, his familiar phonetic punctuation and grand opera travesty landing enthusiastic audience response. Much of his clowning and shenanigans, however, necessarily was lost to the air audience and more of his serious livory massaging might have been in order.

Most of Jessel's well-told stories didn't seem too aptly chosen for this particular occasion and some of his wit fell a little flat here. But, as to be expected, he was sharp extemporaneously at times and, on balance, boasted a good laugh score. Also, his vocal impressions of Al Jolson and Eddie Cantor had em cheering and narrating were plus factors.

of Al Jolson and Eddie Cantor had em cheering and his masterly emceeing and narrating were plus factors.

Thrushes Simms, the McGuires, Hanson, Grise and Iden had smooth sailing with such numbers as "Honey in the Horn." "I Wouldn't Want It Any Other Way," "I Believe." "I'm. Sitting on Top of the World," "Siboney," "Walking Behind You" and "Mr. Cottonpicker." Planistics of Jeanie Arland, Andre & Delphine's dancing itor the flesh audience and the Olson orchestra all were on the credit side. Especial highlights were the vocal numbers of Mantzke's Choralaires, a local group of 55 femme singers, who have won international prominence for their ensemble work.

These WCCO salutes to the local celebration not only are profitable to the station inble the \$6 scale and four sponsors, but they also perform a public service in helping to publicize and room to rome to the promoter.

scale and four sponsors, but they also perform a public service in stogic of a yesteryear's beaten also perform a public service in stogic of a yesteryear's beaten a helping to public service in stogic of a yesteryear's beaten and promote state. It may be that the stanza will may be that the stanza will we area. They come under the heading of public relations too, because such locally produced two-hour shows, furnishing such fine and another the content and altording opportant the political seene is as dead as the gift stogic of a yesteryear's beaten and stogic of

REPORT FROM WHITE HOUSE With Ray Scherer, Merriman Smith, Ned Brooks, Joseph A. Fox, James C. Hagerty, Ray Quinn

Fox, James C. Hagerty, Ray
Quinn
Producer: Tom Wilson
25 Mins.; Wed., 10:35 p.m.
NBC, from Washington
The latest Louis G. Cowan package poses two questions: First,
How many more political commentary and news shows out of
Washington will the public and sponsors buy? Second: What can be done to improve "Report From the White House" sufficiently to make it one of them?

Washington's the home of the commentary and expert insider news report, and "Report From the White House" falls pretty much into the standard pattern. Its novelty is that it is built or a control of the commentary and international affairs, with some attempt at lightness here and there.

Its prime weakness is that it there.

some attempt at lightness here and there.

Its prime weakness is that it stands as a very cluttered show with too many gimmicks and too many people.

In 25 minutes it manages to pack in all of these: An announcer, Ray Quinn, who also does a little plain and fancy news reporting here and there; a regular staff of three—Ray Scherer, NBC White House Correspondent; Merriman Smith, White House correspondent for United Press, and Ned Brooks, commentator on NBC's "Three Star Final"—who report, commentand also interview a weekly guest; the weekly guest; a figure in Government. It was White House press secretary James C. Hagerty for the first one; a guest newsman to make the regular panel of three a quartet. For the first week it was Joseph A. Fox, White House correspondent for the Washington Evening Star. And also several cutins of tape recordings. The first week's included the voices of President Eisenhower, Secretary of State John Foster Dulles, and Assistant Secretary of State Walter Robertson, just back from hismission to Korea where he wangled Syngman Rhee into agreeing to a truce.

The show was set for Wednesdays because the President has his mays because the Frestein has no press conferences on that day. It was felt that this would provide the panel with plenty of material for discussion. However, Prexy Eisenhower falled to meet with the Eisenhower falled to meet with the newsmen on the day of the opening show (15) which probably cramped the style of "Report From the White House" a little. On the other hand, it happened to be the day Dulles and Robertson went to the White House to give the President a fill-in on Robertson's Korean trip, so there was sufficient material.

Show opens with a few bars of

son's Korean trip, so there was sufficient material.

Show opens with a few bars of "Hall to the Chief." Ray Quinn's announcement and then Ray Scherer's summary of White House news, including the President's schedule for that day. Then Brooks and Fox built up the Robertson visit to the White House which was followed by the Dulles and Robertson recordings. A bit more news, then Merriman Smith on the significance of the breakfast and lunch the President had that day with the members of the House and Senate appropriations committees. House and committees.

House and Senate appropriations committees.

Brooks again on what fine relations Ike has been enjoying with Congress, with Smith backstopping. Then a tape recording of Ike addressing a luncheon of Republican members of Congress. Next Joe Fox on how the President is trying to get on with Congress. Then Smith on the mood of the White House ("watchfulness and prayerful hopes"). Finally the show's big surprise, uncovering Hagerty as the day's guest. The panel tosses up soft questions which the guest belts for bingles until the time runs out.

As it stands today, this show is like a lot of film footage before it has been cut.

CITY HALL—NEW YORK With Julian Anthony, as com

CITY HALL—NEW YORK
With Julian Anthony, as commentator
Producer: Donald Coe
Writer: Anthony
15 Mins: Friday, 6:45 p.m.
Sustaining
WABC, New York
Considering the dramatic jockeving and bucking now prevailing
in New York City's mayoralty race,
this commentary on the local political scene is as dead as the gift
stogie of a yesteryear's beaten
candidate.

It may be that the stanza will
liven up when it begins to conduct
interviews with the politico leaders, but on the initialer last Friday
(17) writer-commentator Julian
Anthony floundered about in a rehash-of-last-week's-newspaper-storing and antiont history whou!

From the Production Centres

IN NEW YORK CITY . .

Guitarist-vocalist Chuck Wayne replacing vocalist Mary Osborne on WCBS: "Jack Sterling Show" while she vacations for two weeks. Edwin H. Powers named national publicity director of the American Red Cross. With the organization since 1935, he'll operate out of Washington. Harry Wismer set to air four special broadcasts of the Tam O'Shanter golf tourneys early next month on Mutual Strauss Stores signed for sponsorship of Joe Franklin's "Memory Lane" airer on WINS via William Warren, Jackson & Delaney agency. Philip Landwehr, ex-Monroe Greenthal agency staffer, joined WWRL merchandising department: Publicist Walter Kaner named publicity director of N. Y. State Jewish. War Veterans. Leigh Kamman, emcee of WOV's "1280 Club," off to Fire Island for two weeks' vacation: WWRL program chief Fred Barr off to Poconos for a week, Art Linkletter planed into N. Y. from Paris last Saturday (18)

emcee of WOV's "1280 Club," on to Fire Island for two weeks Vacation . WWRL program chief Fred Barr off to Poconos for a week.

Art Linkletter planed into N. Y. from Paris last Saturday (18)

Margaret Brown with radio sales promotion staff of Edward Petry.

Babe Didrickson Zaharias made her first broadcast since her recent illness on John Derr's CBS Radio sportscast Saturday (18) . Irene Beasley, whose "Grand Slam" winds up a seven-year run for Continental Baking Aug. 14, has another package idea . Thomas G. Brennan, formerly with Young & Rubicam, now active in sales and creative activities of Frank Cooper Associates . George Bristol, ad and sales promotion director of CBS Radio, spending a month's vacation at his Connecticut home . "Suspense" and "People Are Funny' renewed on AM by their sponsors, Electric Auto-Lite and Mars.

Cyrus Nathan, formerly with Foote, Cone and Belding, now Biow veepee . Martin M. C. Spitz, account rep of the Mexican J. Walter Thompson Co., visiting N. Y. headquarters and clients this week . Allan M. Wilson and George P. Ludlam have been appointed directors-at-large of the national public service Advertising Council . Grace Keddy has been added to cast of "Just Plain Bill" . Mary Jane Higby, Cathleen Cordell, Sydney Smith, Mildred Clinton and Peggy Stanley have joined cast of "Front Page Farrell."

Joe Field, publicity director for Compton ad agency, returns from

Oops! Last week's Variety story on "Original Amateur Hour" sellout in Kansas City referred to K. C. blackout because of TV station strike. Call letters should have read WDAF-TV, not KSD-TV, (Latter station is in St. Louis.)

IN HOLLYWOOD . . .

Aloha Thompson's Cornwell Jackson from Hawaii, "I should've stayed home." At an island wassail he bent elbows with Eddie Cantor, Joan Davis, Bill Bendix, Bob Crosby, Cliff Arquette, Perry Botkin, Walter "Pop!" Guedel and Don Quinn . . Every manner of welcoming device greeted the return of John K. West to his sanctum sanctorum after three months in the canyons of Manhattan. Bob Welch festooned his desk with a miniature orange tree sprouting pennies. Welcome Home signs were spread from the airport to Radio City. Polly Kaufman pulled out of KFI's publicity direction and Jack Littleton moved up from promotion . . Gloria Brizari, executive secretary of KBIG on Catalina Island, looked beyond the sea around her and saw nothing more inviting than Catalina so she's vacationing there, hard by the transmitter . . Bruce Wendell put away his Air Force wings and grounded at KFI where he'll combine announcing with deejaying.

IN CHICAGO . . .

Les Lear resting at home following a week and a half hospitalization for phlebitis . . Bill Fligel celebrating his 20th anni on WBBM's engineering staff . . . Schonenfeld, Huber & Green agency to handle radio-TV advertising for Sterling Insurance Co., of Chi . . "Ozzie" Westley, music director at WLS for past 20 years, leaving Chi to make his home in Boca Raton, Fla. . . . ABC flack chief, Ell Henry vacationing at home for rest of July . . . Don Allen and Bob Grant sharing WBBM newsman Fahey Flynn's radio chores while the latter vacations . . "National Farm and Home Hour" honored by American Veterinary Medical Assn. now conventioning in Toronto . . . Latest Pulse report rates Julian Bentley's midday newscast most popular show in Chi radio . . . Northwestern U. professor Dr. Irving Lee to be guest speaker at NBC Summer Radio Institute banquet on July 31.

IN MINNEAPOLIS . . .

Lloyd Bolkoom graduated from floorman to director after seven months at WCCO-TV. WMIN broadcast eight radio shows daily from important St. Paul Open golf tournament in which country's leading players participated. . . E. W. Ziebarth, WCCO radio news analyst and U. of Minnesota assistant professor, appointed dean of the summer school. . Doc Evans Dixieland Band starting regular KSTP-TV show following successful guest appearance on station's "Experiment" program . . Rosalie Nygaard and Maelyn Hanson, WCCO staffers, prospective October brides . . WCCO-TV personality John Gallos and his wife enjoying a fortnight New York vacation . . WCCO radio sportscaster Babe Levoir, onetime a Minnesota football great, father of a seven-pound son.

IN SAN FRANCISCO . . .

Singer Ella Mae Morse radio-TV guesting during engagement at the Cable Car Village. Marjorie King's quarter-hour KNBC show extended to half hour, Monday thru Friday. Buddy Baer in for a visit with brother Max on latter's KLX show. Ventriloquist Bruce Sedley preemed (18) "Bruce and the Professor" on Oakland's KROW. "Rockin' Time" celebrated two air years on KXOB, Stockton. Two newsies for KNBC: "World News, Feature Edition": "In the Minds of Men," presented by Local World Affairs Council. KNBC's Doug Pledger bowed on KGO-TV's "Bridge With the Experts" KGO Bossman Vince Francis vacationing. Account Executive Bill Andrews (former announcer of "One Man's Family") celebrated 25 KNBC years. Margerie Wheat resigned KGO for European vacation. Marilyn Griffin replaces. Shirley Lewis joined station's sales staff.

XPERIMENT ONE

EXPERIMENT ONE
(The Ties Have It)
With Bob Kelly, Carter Wallace,
Susan Levin, Joe Thomas, Al
Herndon, Earle Reeves, Wanda
Robertson, Charlotte Rice, Phyllis Sapero
Producer-Writer: Bob Kelly
Director: Bob Jones
30 Mins.; Sun., 10 p.m.
Sustaining
WBAL-TV, Baltimore
WBAL-TV made a noteworthy
attempt at essaying straight dramatic fare with its Easter Sunday
presentation of "The Stone," a religious video play penned by Bob
Jones, WBAL-TV staff director-announcer, Encouraged by the success of this half-hour sustainer, the
station is now experimenting further with a showcase for dramatic
programming in this late Sabbath
evening presentation labeled "Experiment One."
Tentative plans calling for a
once monthly production of an
original script hinge on the availability of suitable material and
here is where the station will find
it expedient to proceed with caution. Where Jones' Easter opus
projected a simple and direct
theme with good visual appeal, the
current offering, written by another WBAL-TV director, Bob Kelly, will do little to further the station's efforts to find an audience
for locally originating drama.

Teleplay was a confusion of satice, fantasy and precocity that
quickly enzouraged viewers to
seek more palatable viewing elsewhere on the dial. Plot dealt with
a writer who specializes in plagiarism. Currently under the influence
of Saroyan, he stumbles into a bar
frequented by deliberately. Saroyanesque characters. The title of

Saroyan, he stumbles into a bar equented by deliberately Sarranesque characters. The title of e play refers to a pile of color1 ties that the writer uses to
ggest color to him. Finding iniration from various playwrights,
"writes color" into a young
an's life in the form of a girl
d as the couple happily leave
har the writer recolves to

man's life in the form of a girl and as the couple happily leave the bar, the writer resolves to abandon Saroyan and write next in the style of Maxwell Anderson. Author could profit by becoming more adept at the plagiarism that he is satirizing. Symbolism of the lies is far too obvious.

While acting for the Easter show was effective, Kelly's effort was hampered by uneven thesping. In the part of the writer, the author projected an affable personality but couldn't disguise the basic weaknesses in his own writing. Earle Reeves scored in a small part though stymied by camera work which confined itself for the most part to his back (perhaps a "discounter to he had to had to he had which confined itself for the most part to, his back (perhaps a "directorial touch"). Joe Thomas suffered from miscasting as the bartender while Carter Wallace and Susan Levin were weak as the young couple.

Direction by Bob Jones was static. Sole plus asset of the entire layout was the authentic looking barroom setting replete with beer on tap.

beer on tap.

The utilization of local talent
with a more fundamental knowledge of theatre values could beneft "Experiment One." Fresh,
discerning personnel is what is
needed here.

Burm.

FACTS 'N FUN
With Shari Lewis
Producer: Enid Roth
Director: Jim Elson
15 Mins., Sun., 12:15 p.m.
WNBT, N.Y.
"Facts 'N Fun," latest of the TV
entries designed to teach kids
while entertaining them at the
same time, bowed in over WNBT,
NBC's TV flagship station in N.Y.,
Sunday (19) and impressed more
with its potential than with actual
accomplishments.
New 15-minute segment stars
Shari Lewis, a bright, pretty and
pleasing young lady who worked
hard to overcome the handicap of
having to face a virtually static
camera for most of her quarter
hour. Miss Lewis, who is best
when she lapses into informal conversation with her unseen audience but can't resist the temptation to exhibit her limited talents
as a ventriloquist, has a good personality for this kind of show. Undoubtedly, as the series continues,
she'll learn to relax a little more.
"Facts 'N. Fun," in its air premiere appeared to suffer from too
much material rather than too little. Miss Lewis has hardly touched

Tele Follow-Up Comment

With so brilliant a cast and Chayefsky's uncommonly perceptive script to work with, director Vincent Donehue achieved strong impact and perfect pacing. Camerawork was particularly good and helped in the building of the moving and wholly natural climax which left one with a lump in the throat. This was one show the Playhouse can be proud of for a long time to come.

If further proof was needed that serious drama can be presented on television with taste and distinction, then conclusive evidence was offered on NBC-TV's "1st Person" last Friday 177 in the Fred Coe production of Horton Foote's original teleplay, "Death of the Old Man."

Masterfal and deeply moving in having Face working in telescent of the publication of the control of the publication of the case of the publication of the publicatio

Playhouse—"Death of the Old "Snadow of a stan," a Sumner Man" had a surface quality of Lock Elliott adaptation of a May harsh realism, under which lies a Sarton-novel-presented on "Studiosensitiveness to human emotions. One Summer Theatre" last Monand an unyielding belief in the es-day '120, was one of those plays sential dignity of man. It's good described as studies in fictional

inghouse regular. In addition a physical similarity her voice a ringer for Miss Furness' (A ringer for Miss Furness' (A ringer for Miss Furness')

Ralph Meeker, the last of this summer's emece replacements for Ed Sullivan on CBS-TV's "Toast of the Town," was out of his element on the Sunday (19) vaudeo hour. Meeker may be the life of the "Picnic" but he's no great shakes as a tele host. Diction and poise are open for improvement and although he cuts a neat caper hoofing and crooning, his emeceing left much to be desired.

Session was saved by the lineup of top calibre guesters. Headed up to the linear producer: Dave Fulmer of top calibre guesters. Headed up to the linear producer: Dave Fulmer of top calibre guesters. Headed up to the linear producer: Dave Fulmer of top calibre guesters. Headed up to the linear producer: Dave Fulmer of top calibre guesters. Headed up to the linear producer: Dave Fulmer of the linear producer: Dave Fulmer of the linear producers are producers. The list of this show which, on ideas and execution, can be listed among the elso-crowded field of panel-show entries. Horn.

MUSIC SHOWROOM

With Iris Douglas, Art Bergman, Bob Wellman, Bob Will, Bud Hooven, Buddy Motsinger.

Producer: To with the concocters of everyone except the concocters of this season's over-cowded field of panel-show entries.

HUSIC SHOWROOM

Note that the concocters of this season's over-cowded field of panel-show entries.

HOTH TO WE CAN THE CONCOCTER OF THE

pare-setter.
Production trappings again were topflight. Producer Marlo Lewis and musical director Ray Bloch rate extra nods for giving the stanza more than a filler aura.

Gros.

Herlihy has been filling in a witerfront scene of the composition on WMBT combo doubles on tail morning cross-the-border, struments, fending versal (Continued on page 40)

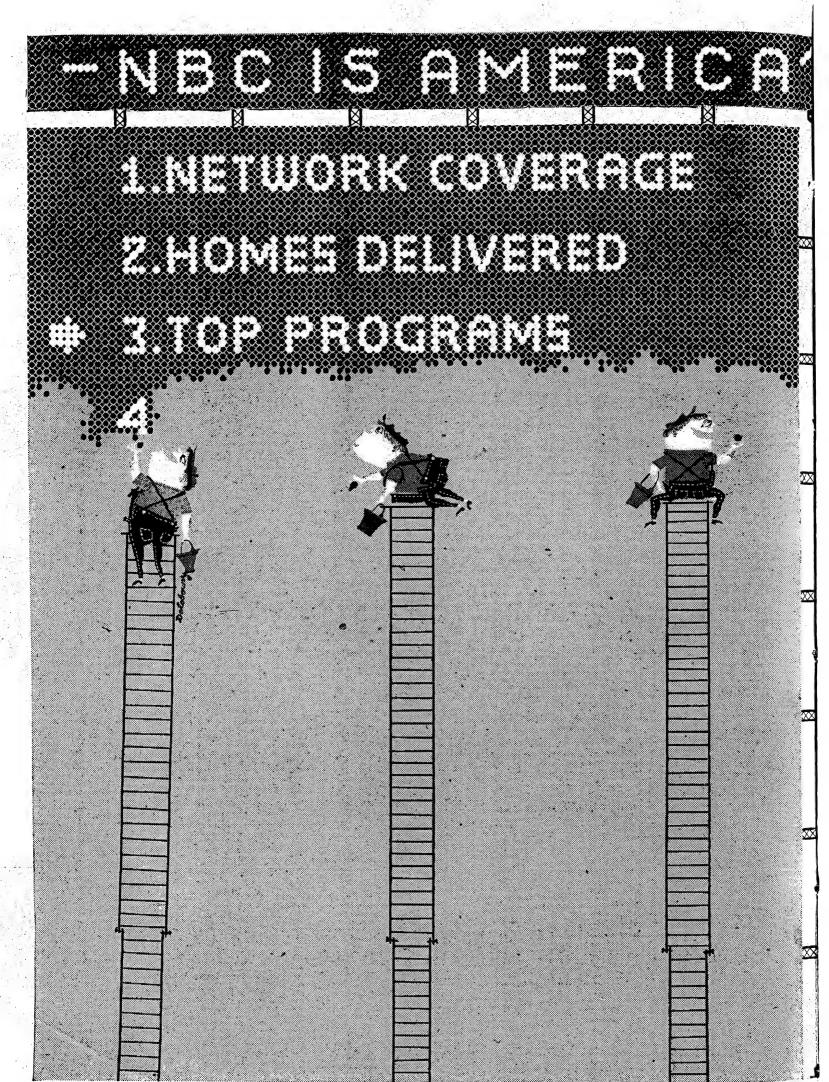
ANYONE CAN WIN
With emcee Al Capp, Ilka Chase,
Patsy Kelly, Jimmy Dykes
Producer-director: Sylvan Taplincutive producer; Everett Rosen-

one Can Win has reference to everyone except the concocters of this show which, on ideas and execution, can be listed among the also-rans of this season's over-crowded field of panel-show entries.

Director, 15. Mins, Tues., Thurs., 7:30 p.m. Participating.

KRON-TV, San Francisco.

A musical showcase to whet the interest of discerning viewers. Here are 15 belevistic minutes laced with sharp vocal talent, a tunewise five-plece combo, imaginative production and turnstile cameras to lens the lively action. Headliner Iris Douglas, petite young lady with a Sarah Vaughnish tone quality, brings a lift to local summer theevee doldrums. Cal has had showbiz experience with Abson Woeks, Ray Anthony, etc. She



Most of the <u>Top</u> TV shows are on NBC

Out of the top ten shows—those with the largest audiences six are on NBC-TV.

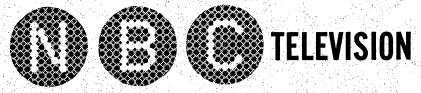
Of the top twenty, twelve are on NBC-TV.

Even more important, 76% of NBC's shows are in the top half of *all* network commercial TV programs. Only 54% of the No. 2 network's attractions are in this select group.

Obviously, then, your program will have definitely the best opportunity for the largest audience on NBC. Another reason why NBC is America's No. 1 Network.

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.



a service of Radio Corporation of America

SOURCES: Nielsen Television Index; January-April, 1953, Averages

NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company

East Germany's Radio Promises To Yok It Up, Admits It's Been Bad

Washington, July 21.
Communist East Germany, which has been promising the people that things will be different and better in the future, is now promising them that the East German radio will become better.

radio will become better.

Herbert Gessner, a Commie radio official of the East Berlin radio admitted that the station's output had been pretty bad in the past and asked people for criticism. Whether anything will come of it remains to be seen.

Sald Gessner over the other "I

of it remains to be seen.

Sald Gessner over the ether, "I agree with the many loyal men and wamen, especially workers, who in the course of the discussions of the past few days have stated that for some time past the democratic (Red) radio has been guilty of serious mistakes.

"We have above all been charged with presenting things in rosy colors, and I say, Yes, we have done so." For some time past, for done so. For some time past, for instance, we have broadcast only letters from those listeners who agreed with everything that goes on in the Republic; whereas, in reality, masses of working people did not agree with a number of measures, and especially, methods."

New Clients in WNBC **Exposure Pattern For** Banghart, Other Shows

When Kenneth Banghart's 15-minute news program (at 11 p.m. cross the board), now sponsored on WNBC, N. Y., by A&P on a fillin basis, picks up its new bankrollers — Admiration Cigars and Dolein—in August, sponsorshipwill be on an alternating three and four nights a week basis, so that each backer will have seven different exposures within a two-week period.

period.

New pattern of sponsorship sharing (Toni and Maniattan Soaphave the same method on CBS Radio's "Family Skeleton," the Mercedes McCambridge strip at 7:15 p.m.) is being plugged by Bob Leder, WNBC sales director, as the most efficient way to buy a strip show.

most efficient way to buy a strip show.

Through seven days, especially on a news show, Leder says, there is a duplication of audience, which is OK if a client wants that duplication and is willing to pay for it. However, he emphasizes that the optimum way to buy into a strip show is for a client to have his sponsorship rotating, for instance, on a seven-day show, four days one week and the other three days the next week. In this way, duplication is cut to the bone, with a client reaching a complete seven-day-ornight audience within a fortnight. It's the most efficient way to buy, Leder says, because it provides the least duplicated audience and less expenditure for an undurlicated audience

and less expenditure for an un-

and less expenditure for an unduplicated audience.

Another factor in the move is that one-sponsor backing of strips has fallen off. Since Shell terminated in June, the NBC flagship's newscasts strips all have two or more sponsors.

Leder is recommending the alternating rotating systems.

UHF's Paul Revere

Reading, July 21.

Reading, July 21.

In an extensive campaign to encourage conversion to UHF Channel 33, WEEU-TV is cooperating with dealers and service men in a ring the doorbell effort. Salesmen have been put on the street to make house to house calls. It was reported that one out of every two homes converts to UHF by this method.

FRANK COOPER IN N.Y., SETS 'CREATIVE UNITS'

SETS 'CREATIVE UNITS'
With 14 network radio and TV shows on the air, Frank Cooper, president of Frank Cooper Associates, is in N. Y. to expand the agency packaging selling outfit. Tom Brennan, ex-Young & Rubicam, has joined the firm in N. Y., while Marty Sperber has joined the Coast office.

Cooper is setting up "creative units," under which his writer clients, when they come up with program ideas, huddle with Cooper represented producers, packagers and talent to develop the properties. Finished programs are then sold by the Cooper organization, Firm's show rose from six, 18 months ago, to 14 at the present time.

Esquire Polish Pacts To Ride Godfrey Simulcast

Esquire Boot Polish, repped by Emil Mogul agency, becomes an Arthur Godfrey sponsor on AG's morning simuleast strip on CBS beginning Aug. 31, with the polishfirm alternating with Kleenex in the 10 to 10:15 a.m. time segment. In going Godfrey, Esquire has cancelled out of NBC's radio tandem and the "Kate Smith Hour."

Owens-Corning Fiberglass, which Esquire displaces on the a.m. show.

Owens-Corning Fiberglass, which Esquire displaces on the a.m. show, shifts sponsorship to the CBS Radio Sunday afternoon "Arthur Godfrey Digest" (5. to 5:30 p.m.), which returns in the fall. "Digest," edited sections of his a.m. broadcasts, was the only Godfrey program to vacate the air during his absence.

Scott Named Sports Director for WDTV

Pittsburgh, July 21.
Indication of an increased attention to sports at WDTV, Du-Mont o.&o. stafion here, came with the announcement last week from Harold Lund, general manager, that Ray Scott had been appointed sports director. sports director.

He's the first Channel 2 has had

He's the first Channel 2 has had since it began operations. Scott has been sportscasting regularly, on 'The World Tonight' for Fort Pitt Brewing Co. five evenings weekly and fore a local bank five minutes in the late afternoon, but these are for individual bankrollers, and this is the first time he's had official station status.

CBS' 'Hip, Hip Hooray,' Godfrey Back July 27

Return of Arthur Godfrey, who has been off the CBS air since May 1 for one of the most celebrated hip operations in surgical history, has finally been made deficited.

inite.

Godfrey will resume his emcee chores on "Talent Scouts," simulcast which Garry Moore has been handling, on July 27. Two days later, on July 29, he'll be back on the CBS-TV "Friends" show, and on Aug. 3, he resumes his daytime strip on both radio and tele 'replacing replacement Robert Q. Lewis).

Shows will have Godfrey broad-casting from his home in Virginia while rest of programs will origi-nate in New York. On tele, he'll appear in closeup, alone and on a split screen with the N. Y. per-formers.

Integrated Film's New Importance In Live Video Shows

use of film on live tele shows, says Grant Thels, CBS-TV manager of Film Service Operations, who notes a trend.

The web's integration of film into live shows has increased 100% over last year, and more 100% over last year; and more time and effort are being devoted by Theis' department to the matter of specially shot film. His men are going out on location more to shoot specific scenes. There's more sound film being shot, and also more silent films with synchronized sound.

with synchronized sound.

Part of this expansion was the recent hiring of M. Clay Adams, former director of NBCTV's "Victory at Sea" series, as manager of film production within Theis' department. Also hired were two assistants to Adams — Bill Hocker, production assistant, and Mike Grilikhes, production supervisor.

Important aspect of August Job, Theis told CBS-TV directors and producers, is to make available to them his "experience in the motion picture field and to explore new techniques through which film may provide added dramatic and production values to live programming."

Besides stimulating directors

live programming."

Besides stimulating directors and producers to increase use of film, which Theis calls "a fourth camera and the most mobile of all." Adams and his assistants will follow through from the initial-talks stage of specific needs through the shooting of the film to its final use on the air.

Already two notices have gone

to its final use on the air.

Already two notices have gone out to the web's directors and producers, one listing the 66 available rear screen projection scenes in the department's catalog and offering suggestions on the effective use of them, and the other a questionaire designed to ascertain existing needs so that Film Service Operations can expand its library of scenes during the summer months.

TV 'Stilted, Patronizing, Snobbish' **About Longhair Music: Spaeth**

The 60-year-old dean of musicologists, long known as the "Tune Detective" for WPIX, N.Y., is currently bent on filling the music appreciation void himself. Among other activities, he is now emceeing a series of 13 vidfilms, "Music For Everybody," being produced by Viking Films for Saul Turell's Sterling Television Co.; he will perform as music storyteller this August in "American Inventory," produced by Bill Haddop for NBC-TV; he will serve on ABC's "Metropolitan Opera Quiz" this fall; he is turning out a column, "Music For Everybody," syndicated by General Features to 30 newspapers, Doubleday is publishing his 30th book, "The Real Book About Music"; and he just finished success-The 60-year-old dean of musicolbook, "The Real Book About Music"; and he just finished successfully defending Paramount Pictures against the \$750,000 legal claim by funesmith Freddie Rich that the ballad, "Buttons & Bows," was allegedly pirated from Rich's score in the 1942 film, "Wildcat." Spaeth feels that TV is admirably suited for taking the top hat off of opera and removing the pedestal from concert recitals. Yet, he points out, the "artificial, reverential conventions" persist when Marguerite Plazza is made to sing

Marguerite Plazza is made to sing opera excerpts in "Show of Shows" as though she were still on an opera stage, and both "Recital Hall" and "The Firestone Hour" are staged as if in a concert hall, stiffly.

Should Exploit Intimacy

'Should Exploit Intimacy'
Instead of imitating the older forms, he feels, TV should exploit its intimacy when staging longhair. When NBC-TV presented Benjamin Britten's Billy Budd, it was adapted to TV so that you actually felt inside that ship," he says. "So the opera, though a flop on the stage, was a hit on television. Similarly, Toscanini's TV conducting was a landmark, because you were more concerned with getting a closeup view of the conductor than in watching the instruments of the orchestra fully, as though in a symphony hall. The idea should be to present great classical musicians, like Horowitz, with the same close informality as a baseball player televised up to bat."

Spaeth maintains that TV producers also make the mistage.

player televised up to bat."

Spaeth maintains that TV producers also make the mistake of approaching classical music with the notion of appealing to established music-lovers. Actually, this group is already sold on good music; the challenge is to appeal to the millions of what he calls "potential music-lovers." The TV men, he says, defeat their purpose by rehashing the "pedestalized" mumbo-jumbo common to symphony snobs.

newscasts strips all have two on more sponsors measured in the first time he had official station status.

Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the all Leder is recommending the summer all Leder is recommending the all Leder is recommended to the program is all Leder is recommended the leder is a serving and the leder is all Leder is recommended the leder is all Leder

Sigmund Spaeth feels strongly that television, with a few notable exceptions, has muffed the opportunity to exploit the saleability of both longhair and popular music.

"The TV producers of classical music have been too stilted; attonizing and snobbish," he says.
"And in presenting popular balads, they've overlooked the potential mass audience for nostalgic Americana. During the present summer doldrums, they've even missed the boat in trying to experiment in order to capture radio's music devotees."

The 60-year-old dean of musicol-

case."

It's Spaeth's contention that TV is ignoring the market for "family audience" music, quite apart from those who prefer romantic moondune-spoon ballads. He says that the manufacturers of musical instruments, children's books and dance shoes might well sponsor a show of semi-classical music aimed toward youngsters (his dyen two toward youngsters (his own two grandchildren, though not musical grandchildren, though not musically inclined, can pick up the words to classical music faster than the "dulled ears" of adults). And he feels that adults hanker for nostalgic TV shows which repeat ballads illustrating the customs and folkways of early American eras.

"Until the TV impresarios wake up," warns Spaeth, "the radio men, now grown increasingly aware of their treasure chest in music, will continue to hang on to their monopoly."

INK SPOTS' 'HARMONY' **AVERTS NEW ROW**

AVERIS NEW KUW

Hollywood, July 21.

A hairline decision on the puzzling—technicality that the Ink
Spots "harmonize" rather than
sing dissipated an embarrasing
situation for AFTRA last week.
Rather than try to counter the interpretation of Ben Waller, Coast
rep of Universal Attractions, who
booked the Inkies on Spade
Cooley's KTLA variety TV'er,
AFTRA's executive secretary,
Claude McCue, settled for a payment of delinquent dues by two
of the group.

Hassle was touched off when McCue demanded that four of the five

Hassle was touched off when McCue demanded that four of the five Spots, who double from instrument to voice, take out cards in his union. It looked for a time that the group would be cancelled, Cooley already having been caught in the middle of the AFTRAin the middle of the AFTRA-Petrillo skirmish and on orders from Petrillo resigned his mem-bership in AFTRA, which was re-

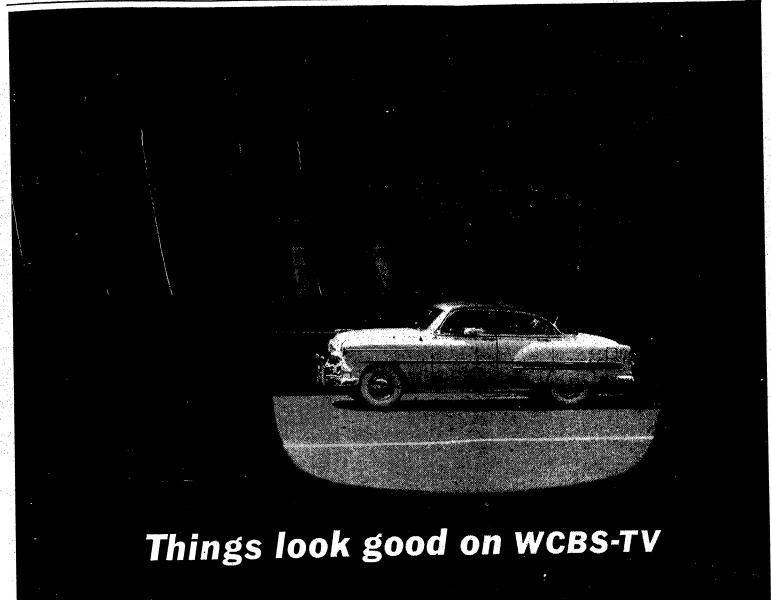
bership in AFTRA, which was refused.

Waller, however, saved the day when he contended that the four linkies hummed or harmonized rather than sang, which placed them beyond the pale of AFTRA jurisdiction. McCue was willing to settle for that rether than widon. settle for that rather than wider the breach with Petrillo. The tw Inks paid up and the act went on

WABD Mulls Nite Strip For Al (Jazzbo) Collins

WABD, DuMont's N. Y. key, is mulling/a quarter-hour late night strip for Al (Jazzbo) Collins. WNEW, N. Y. disk jockey. Station is making an audition kine of the Magic Productions package, being produced by Joyce Tamen and directed by Frank Warren.

Network, incidentally, has set



Look at cars. (Like Chevrolet, whose local dealers have used Channel 2 continuously for over five years.)

Only on TV, of all media, can you seat your prospect up front...demonstrate performance with an actual ride ... focus his full attention on individual features of engineering, style, and economy.

And only on WCBS-TV will you find the best average rating, day and night all week long, in the nation's biggest television market...the most quarter-hour wins ... the biggest unduplicated audience.

Your product looks good—your business is good—when you are on the station most New Yorkers watch most of the time...

WCBS-TV New York. CBS Owned. Represented by CBS Television Spot Sales

Television Chatter

New York

Alfred Hopson appearing in The Web" on CBS-TV next Sunday 26). Screening of two trailers and 23 tele spots, new films produced for the 1953 campaigns of Community Chests, United Funds and the United Defense Funds and Line Seems (The Seems Follow) and the New York Athletic Club Block Island Race last week . Pfaff Sewing Machines has decided to pass up a scheduled summer hiatus for its "Lucille Rivers Sewing Center" show on WABC-TV, and is keeping it on during the dog days. Irvin Drake, Irving Graham and Jimmy Shirl penning the story line and original songs for CBS-TV's "Summertime U.S.A."

Scripter Reginald Rose, whose adaptation of Robert Coates" "The

story line and original songs for CBS-TV's "Summertime U.S.A."

Scripter Reginald Rose, whose adaptation of Robert Coates' "The Enormous Room" was on the "Revlon Mirror Theatre" last night (Tues.), has an upcoming original, "The Missing Night," for "Danger" July 28, and a Paul Gallico adaptation. "The Roman Kid," for Westinghouse Summer Theatre Aug. 3. Mrs. Frances Wright Caroe, daughter of Frank Lloyd Wright, appears in a two-part telefilm on handicrafts today. (Wed.) and tomorrow (Thurs.) on NBC-TV's "Mrs. U.S.A." . Roger Sullivan played the role of Peter Bodkin Jr. on the first NBC-TV "Wonderful John Acton" show July 13. 15-year-old Ruth L. Kertzer of Rockville Centre, L. 1, will discuss "The Faith of a Teen-Ager" with her father, Rabbl Morris N. Kertzer, director of the Interreligious Activities division of the American Jewish Committee, on DuMont's "Mid-day Chapel" next Friday (24) and on July 31 and Aug. 7.

William Morris agency tele dept. hit by illness: George Guskin op-

Danny & Doc Simon and Bud Burtson to script the Paul Winchell show . Bob Downing to appear on the next episode (26) of Du-Mont's Rocky King show.
Vincent J. Nola, prez of Nola Recording Studios, Inc., N. Y. for 20 years a diskery, has set up Nola Studios Film Division to turn out vidfilm commercials . Patsy Bruder will be featured actress on "Intruder." drama on "Kraft TV. Theatre" July 29 . Ely Landau, Inc., N. Y. vidfilm packager, is angling with the White House to get permission for vidfilm on a day in the life of Mamie Eisenhower . Burt Schultz joined publicity staff of Benton & Powles agency to handle Tide & Prell's across-the-board NBC-TV-r. "On Your Account." He was formerly with the N. Y. flackery, Hill & Knowlton, Inc., and Owens-Corning Fiberglas Corp.
Arnold Stang has signed for regular appearances on the Milton Berle show in the fall . Clair Roskam of CBS-TV Press Info was scripter of the five "Action in The Afternoon" stanzas last week. Dick Loftus, asst. TV sales service manager for CBS, broke his back when he fell 30 feet off a tree. He'll be out a month . Robert S. Johnson, former RKO-Prithe TV consultant, has joined Dancer-Fitzgerald-Sample as a commercial film producer . Priscilla Campbell of NBC press off on a month's vacation end of this week, to visit the Southwest. California and the Canadian Rockies . Lisa Howard signed by the Kudner agency to play the femme fatale on "Martin Kane, Private Eye" July 23.
Will Hussing commuting to Philadelphia this week to appear in featured role in new NBC-TV show, "Atom Squad" . Chuck Henderson of NBC Film Division off today (Wed) for a five-day rest in the Midwest Peter Affe, operations manager for WNBT and WNBC, lectured two tele courses this week at Barnard College's TV Workshop . Additions to WNBT production staff. Larry Rocker, formerly of Young & Rubicam, and Fred Carr, from ABC, as directors, and Joy Alis and Judy Claymont as production assistants.

Chicago

NIX TO NETS AT NIGHT

say Cincinnati radio listeners-HOOPER

survey* shows WCPO with music-news-sports

programs FIRST in listener preference

gram mgr. at WBKB ... WNBQ programming a block of feature films for the 1 to 6 p.m. slot on Saturdays ... WGN-TV film director Elizabeth Bain to vacation in Canada the last three weeks in August ... "Victory At Sea" skedded for 9:30 to 10 p.m. slot on Sundays at WNBQ starting Sept. 13 with Ill. Bell Telephone bankrolling through N.W. Ayer ... "Courtesy Hour" emcee Jim Moran to spotlight Chi's 437th Troop Carrier Wing on July 24 telecast ... Richard H. Baldwin, Edward A. Montanus and Frank S. Shaw joined the NBC film division's Central Sales office . Metal Building Products Corp., picking up the tabs for "Eleventh Hour" feature film series for 52 Sundays on WNBQ through Guenther-Bradford.

San Francisco

Pacifica Foundation withdrew its application for Channel 44, Berkeley. Cal. FCC granted California TV Company (Ashley L. Robinson and Frank E. Hurd) Sacramento Channel 40. Edward Smith named production director of KGO-TV. Cal Thomas replaces Smith as station's art director. The Billy Williams Quartet, appearing at the Fairmont Hotel received honorary memberships in local TV Academy.

SHOUSE STATUS; SIX **NEW CROSLEY VEEPFES**

Cincinnati, July 21.

James D. Shouse has been named general manager of combined distribution of appliances in the Crosley and Bendix divisions of the Avco Manufacturing Corp., of which he is a senior vice president. He also heads all Crosley manufacturing and broadcasting operations and is on Avco's executive committee.

New consolidated setup will be under one management with head-quarters here.

Appointment to his new position by Victor Emanuel, Aveo's head man followed an annoucement by Shouse of the naming of six Crosley Broadcasting Corp. officials as veeps of the company, which has Robert E. Dunville as president. president.

New Crosley veeps are Ward L. Quaal, as assistant general manager; Gilbert W. Kingsbury, to be in charge of public relations; H. P. Lasker in charge of WLW-D. Dayton; James Leonard, in charge of WLW-C. Columbus; Bernard-Musnik, in charge of eastern division of Crosley broadcasting sales, with headquarters in New York, and Harry P. Albrecht, in charge of central division of Crosley broadcasting sales, with headquarters in Chicago. New Crosley veeps are Ward L

Inside Stuff—Television

Mal Boyd, who gave up television three years ago to prepare for the priesthood, writes Variety from the priesthood Divinity School of the Paclific, Berkeley, Cal: "My life has been even busier in the past three years than it was before! I've now completed two years of my seminary training; and have just one year to go. In June, 1954, I will be graduated from the Divinity School and ordained to the diaconate; one year later, to the priesthood in the Episcopal Church. Next year, my senior year at seminary, I have an unusually busy schedule! I was elected president of the student body, and also am editor of the monthly newspaper of the seminary (the C. D. S. P. Times) and will, in addition, be in charge of a Mission in San Francisco throughout the year, handling Sunday services, Church-school, etc. I've never been happier and this is what I was meant to do. I'm so glad I found out and that this sweeping change was able to take place in my life."

Abolition of the owned-and-operated stations department in the ABC tele network, has brought Slocum (Buzz) Chapin into the network sales picture. Chapin, who operated as v. p. in charge of o-and-o's, remains a veep, but without portfolio. However, he has been concentrating his activities in network TV sales, where he worked previously, and last week brought to the net its sale to Sealy Mattress of "Comeback" for Triday nights

"Coronation Souvenir," a lavishly illustrated booklet, is being distributed by CBS Television as a memento of its tele coverage of Queen Elizabeth's big day last month.

"It had required 20,000 miles of cable, 70,000 feet of film, and a huge tonnage of equipment," text reads. "In its sixth year, television had proved equal to the challenge of a 1,000-year-old spectacle."

Profuse illustrations by Feliks Topolski include a color panel insert on the ceremonial in Westminster Abbey, which led one tradester to crack "the souvenir is more elaborate than anything seen on the TV screen."

Procter & Gamble will back "Welcome Travelers," in which it now participates, and "On Your Account," which it is summer sponsoring as fall entries on NBC-TV. Shows, now seen respectively at 3:30 and 4 p.m., will move down half an hour with "Travelers" at 4 and "Account" at 4:30 when the Kate Smith Hour returns Sept. 7.

Benedict Cottone, former FCC general counsel, this week was elected a director of the National Assn. for Better Radio & Television. Three other new directors and 13 incumbents were elected, according to Claire S. Logan, president of the group.

Three new directors are John C. Schwarzwalder, manager of KUHT, Houston's educational station; Paul Witty, professor of education at Northwestern and conductor of an annual survey on children's viewing habits; and Mrs. A. Stanley Adams, v. p. of Kappa Gamma Pi, Catholic women's colleges scholastic sorority.

Among incumbents named were Gilbert Seldes, Robert Lewis Shayon, Charles Siepmann and Dr. Dallas Smythe, Officers include Mrs. Logan, president; Dr. Richard-Atkinson, first v. p.; Dr. Lee deForest, second v. p.; Mrs. Victor Roberts, recording secretary; Mrs. Adams, corresponding secretary and Gertrude M. Blackenstock, treasurer.

Inside Stuff—Radio

Little-known sidelight on Maude Adams, who died last week, was that she seriously considered a radio program last year. Disturbed by what she believed was a decline in moral values today, she approached NBC with the idea of a personal-essay program with philosophical overtones, going so far as to have a voice run through with Homer Fickett, reading L'Aiglon with Ed Stanley, net's public affairs director, cueing her lines. She was also being considered as a subject for NBC-TV's "Conversations" series.

N. Y. chapter of American Women in Radio & Television named the following committee chairmen for the next year: Membership, Barbara Welles (Helen Hall), WOR commentator; projects, Babette J. Doniger, president, Tele Vision Snapshots; publicity, Dorothea Mahsted, Lever Bros. brand publicity manager; program, Mary Jane Jesse, Young & Rubicam radio-TV promotion supervisor; job counselor, Lillian Okun, WMCA children's program producer; hospitality, Lillian Lang, BBC program department senior assistant; publications, Joan Blower, DuMont supervisor of network statistics; friendship, Agnes Law, CBS reference department librarian.

With television excluded from the Roland La Starza-Rocky Marciano heavyweight championship fight at the Polo Grounds, Sept. 24, some tradesters believe it would be a smart move to have radio co-op airing of the event. It's pointed out that the Marciano-Walcott fight on May 15 (on ABC radio) hit the No. 1 spot in the Nielsen radio ratings. Talk is that radio coverage would not affect the possible viewing audience if the fight goes to theatre TV, yet still pull a whopping audience in non-TV areas.

'Unfriendly Witnesses' To Be Barred From New Educ'l TV Station in Hub

Boston, July 21.

Educators who have balked at answering questions before Congressional committees or other duly authorized agencies of the government will not be permitted government will not be permitted to participate in any programs over Hub's newly-authorized educational TV station, WGBH-TV, according to Ralph Lowell, president of the Lowell Institute Cooperative-Broadcasting Council, Lowell also declared, "In the five years of operating our radio station (FM), we have had no trouble from such quarters and we expect none now."

quarters and we expect none now."

FCC granted the Lowell Institute permission to operate the educational TV station, on Channel 2 last week, and while construction of the transmitter tower, to be erected atop Blue Hill, is skedded to begin within 60 days, actual operation of the station is not expected until October, 1954.

Construction—costs, estimated—at between \$250,000 and \$300,000, are being underwritten by several private trust funds and foundations.

OPTICAL EFFECTS For KLING STUDIOS, Chicago

RAY MERCER & CO.

4241 Normal Ave., H'wood 29, Cal. Send for Free Optical Effects Chart

ANNOUNCING THE

VIDEO SCOPE

CRANDALL ENTERPRISES

Old Greenwich, Conn

BEAUTIFUL LAKESIDE HOME

FOR SALE!

Log cabin style, knotty pine interior. 6rooms, 3 beths, rumpus room and garage on
20-acre private lake, 97 miles from New
York. Lake, 10 acres of land, twobuildings included, 500,000.
Sportsman's paredies the year round, (mmediato transfer and eccupancy
Write: R. CRAFT, Lakeylic, Pa.

GAE FOSTER

Circle 7-3900 or Circle 7-1348

* Here's how Cincinnati radio stations rank in nighttime audience (8:00 to 11:00 PM), based on independent survey made in May, 1953 by C. E. Hooper, Inc.;

٠,			
	RANK	STATION	AVERAGE 1/4-hr. RATING
*	l st	WCPO	3.8
1	2nd	network station "B"	3.6
1	3rd ·	network station "C"	2.4
:	4th	station "D"	0.8
	5th	network station "E"	0.7

CINCINNATI'S FAVORITE RADIO STATION

(And remember . . . for television it's WCPO-TV — Cincinnati's favorite TV station.)

TV CHANGES LISTENING HABITS In the television-saturated Cincinnati Area, where

almost everybody can watch TV, there's a new pat-

Oh, yes—people still listen to radio at night in Cinnati, as shown by the latest Hooper Survey. But they

now say NIX to NETS at NIGHT . . . and turn to WCPO

Radio first for the kind of programs that TV can't replace: music, news, sports . . . programs that can be enjoyed anywhere in the house, on the porch, in

Result: night after night, more Cincinnatians listen to

tern in nighttime radio listening.

the back yard, or in the car,

WCPO than to any other radio station.



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- 1. April in Portugal
- 2. Song from Moulin Rouge
- 3. I'm Walking Behind You
- 4. I Believe
- 5. No Other Love
- 6. Ruby
- 7. Your Cheatin' Heart

Look for this listing every week. We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network

Mutual Plan

ture." Basil Rathbone for the lead in "Bulldog Drummond," Peter Lorre in a new show called "Nightmare," Madeleine Carroll in another new one called "Four-Star" stations' right to sell the 30-second station breaks in the five hours of network option time and limitation of special events to five events yearly. Plan is slated to go into effect in October. other new one called "Four-Star Theatre," and Is setting "Counterspy" for the fifth half-hour,

Chief reaction of other radio networks was the fear that Mutual would be able to underseil them nationally. Webs feared that the new structure was merely an extension of the Multi-Message Plan, under which Mutual doesn't pay stations and therefore is able to sell national spots at \$1,500 per, with four spots going into each half-hour. Low cost of the plan has enabled Mutual to pact top advertisers like Lever Bros., R. J. Reynolds and General Mills.

Other webs feel that those five hours daily, with no station payment involved, can be sold at a farcheaper rate than theirs. So far, Mutual has indicated no change in selling policy. Despite the fact that clearance on all stations would be assured if the plan is accepted, Mutual indicated it would sell on a rate card basis anyway.

'Realistic Solution' would be able to undersell them

'Realistic Solution'

Realistic Solution'
Secondary reaction was one of grudging admission that as far as the network viewpoint is concerned, Mulual has come up with a realistic solution to the pressing problem of radio sales in this TV era. They expressed doubt, however, over the value of the plan to stations, pointing out that it's difficult enough as it is for the outlets to sell time. Another factor stressed was question of whether national spot advertisers would sell to local stations when stations are providing what amounts to "free" time to network sponsors.

O'Neil pointed out to the sta-

O'Neil pointed out to the sta-tions, however, that it would take sales on only two half-hours of the sales on only two hat-nours of the average station to equal the amount it's now getting from the network through current station payment. Sale of three shows would put the station above the network payment figure.

Plan applies to pay stations only, with a new plan forthcoming for the web's bonus stations. Idea originated at the affiliates meet last October at Virginia Beach, was set into action at the recent affiliates meeting at Cape Cod.

affiliates meeting at Cape Cod.

New network option times haven't been set yet, but It's figured that the 10:30-12 a.m. period, which is mostly sold via "Wonderful City." Queen for a Day" and "Ladies Fair" will be included. Likewise, 7:30-8:30 p.m. is considered virtually certain, since it includes Gabriel Heatter's strip, the upcoming Perry Como show and the web's half of Multi-Message, Another possibility is 10:30-11, since Eddie Fisher's Coke show airs twice a week from 10:30-10:45 p.m.

ince Eddie Fisher's Coke show in the first twice a week from 10:30-10:45 whether a TV station would be permitted to show another of his firm's industrial films, "The Story of Old Crow," about whiskey-making, turned out for National Distantined for the purpose of uprading the web's programming pool to be infantained for the purpose of uprading the web's programming tempters of the advisory committee got on the closed-circuit with O'Neil and station relations-ending tempters of the advisory committee got on the closed-circuit with O'Neil and station relations-ending tempters of the plan.

Other facets of the plan include 123 TV stations in 88 cities. This the funds withheld from stations under the new plan will go into a network programming pool to be maintained for the purpose of upgrading the web's programming. Members of the advisory committee got on the closed-circuit with O'Neil and station relations-engineering v.p. Pete Johnson to back the plan.

Larson

Continued from page 25

from Zion's Securities Corp., where he was assistant mgr.

Trimming of broadcast time and bringing back radio operations to town from the transmitter resulted town from the transmitter resulted in the firing. Establishing a signon time of noon weekdays and 4 p.m. weekends eliminated much local TV programming and film editing and that accounted for four staff talent and several cutters and editors. Also fallen by the way were several writers, stenos and staffers.

General idea of bringing real-

were several writers, stenos and staffers.
General idea of bringing radio back to downtown offices according to Larson, is closer coordination of promotion on both outlets. Also a consideration seems to be the fact that a writer in town can handle radio and TV, whereas separated operations would require two dragging down paychecks, Same applies to other departments.

Ultimate goal towards which Larson is heading is bringing all operations under one roof. Currently radio operates out of the Tribune Building, while video is a few blocks away in its own quarters.

Next few months, says Larson.

Next few months says Larson Next few months, says Larson, will be spent rescheduling for fall and winter, with plans calling for greater use of net live shows on TV. This will probably result in earlier sign-on later in the year.

Radio will get the full treatment

Radio will get the full treatment of reshuffling after study of the present programming is completed. While nothing definite is set, indications are it will go in the direction of building up personalties, something which KDYL has avoided in the past. Larson also hopes to be able to go in for a heavier sked of simulcasts.

Industrial Pix

Continued from page 24

lieves there is an increasing tendfor organization - financed editorial films to be entertaining enough to warrant sponsorship by an outside advertiser. For example, his company produced three films, "Shooting Straight," starring Tim Holt, financed by the National Riffe Assn. The latter organization is now seeking another bankroller to finance making 10 others in the vidfilm series, since the institutional pitch is largely devoted to showing youngsters how to handle a riffe. However, he doubts whether a TV station would be permitted to show another of his firm's industrial films, "The Story Of Old Crow," about whiskey-making, turned out for National Distillers. enough to warrant sponsorship by

August, it will begin releasing to both TV and theatres a 12-minute picture about helicopters in atomic warfare, "Air Head," produced by the Sikorsky Aircraft Co. in cooperation. with the Dept. of Defense and the U. S. Marine Corps.

VARIETY

Kaufman

Continued from page 24

Tribution basket, he'll continue to act as a distributor for outside productions, and will continue to function primarily in the syndication field.

One reason for his confidence in syndicated sales is his sales force. Despite his administrative expansion, his sales staff has increased from five to only seven. "I'd rather have seven top men than 17 mediocre salesmen." he says. Staffers include ex-station execs—Hann J. Tyler, formerly with KHJ-TV. L. A. and Vic Peck ex-WDAF-TV in Kansas City, for example.

With "Life With Elizabeth" already under production and "Joe Palooka", set to start next month, plus anticipated new sales renewals on Liberace, Kaufman expects to treble his gross by next January. Firm expects to end this year with a billings of \$2,230,000, via sales of the new properties, "Liberace," "Invitation Playhouse" (one of the series it started with, "Lash of the West" (another initialler, sold to ABC-TV for two years maximum use for \$300,000 and his sports library, which has been shaped into separate shows.

PROBE CRASH OF WLIB TOWER, INJURING FIVE

Engineers and contractors were back at work this week reconstructing, the new transmitting tower for WLIB, N. Y., following its sudden collapse and crash last, week (15) in Queens, near the East River, Station exees figure the crash of the tower, still unexplained, will delay until early September the scheduled, switch of transmitting facilities from Brooklyn to Queens. Tower, under construction by Gunnar Olsen, worked loose from its moorings and crashed into a street, injuring five, damaging four putos and narrowly missing 60

its moorings and crashed into a street, injuring five, damaging four autos and narrowly missing 60 children in a nearby playground. Office of the Queens County District Attoiney is investigating the missap, reason for which is still unexplained, since it had been moored in concrete. The 212-foot edifice missed the station's new transmitting building. Station and contractors are all covered by insurance in case of damage suits. Station decided to move its transmitting site a few months ago, when it was found that the Brooklyn transmitter did not adequately cover Harlem, large source of the station's audience. New site is opposite Harlem, across the East River.

Maine's 'Lobster Network'

From the Production Centres

Dix Chorus will sit in for Eddie Roecker on Thursdays at 10:30 p. m on Channel 6. Roecker is, off on a concert tour which includes an appearance in "Carmen" at the St. Louis Civic Opera Co. . . Locaites Bix Reichner and Elliot Lawrence have written a new song called "Take Them Out To The Country" at the request of the publisher of the New York Herald Trib. The tune will be used to promote the newspaper's Fresh Air Fund . . Lynn Pollar, WPTZ's weather gal, and Joe McCauley, pilot of the Dawn Patrol over WIP, an all night record show, filled in as columnists for the Daily News TV scribe. Mitch Schwartz . Gerald Savory, director of the Playhouse in the Park, is taking a two-weeks leave of absence to work on a Robert Montgomery Summer Theatre offering . WFLN, whose FM broadcasts are usually limited to music and news, is carrying play-by-play descriptions of key matches in the Pennsylvania State Tennis Championships at the Merion Cricket Club.

IN PITTSBURGH

Theresa Paul is manager Harold Lund's new secretary at WDTY. She replaces Vera Oldenburg, who resigned to head sales service department of WENS... Robert C. Conneilly has left the Cabot & Coffman agency to join WCAE sales staff. He had previously been with WPIT here and before that with WLIO in East Liverpool, O. Caryle Freeborn, of Cleveland, named assistant manager in charge of programming for WKJF-TV... Jane Gibson of KQV celebrating her 24th year in radio this month. She originally went with the station in July, 1929... Keps Electric Co. has renewed sponsorship of Johnny Boyer's nightly sportscasts over KDKA at 11:15. Hank Stohl returning to WDTV announcing staff next month. He left early this spring to become program manager of WSAZ-TV in Charleston, W. Va..., John W. Hines, former chief engineer at WBVP in Beaver Falls, has been named director of sales for Magnecord, Inc. Jane Anderson moving up from production assistant at Channel 2 to secretary of production chief. She succeeds Estelle Demas, who is following her boss, Don Menard, to WENS.

IN CLEVELAND . . .

Eleanor Brozko is the new WNBK "Nancy Dixon, Jr." with Phoebe Weeht... NBC newsroom additions include Jim Yasinow, formerly WOSU, and Bernie Nedwich, WBNS-TV.... Standard Oil of Ohio picked up 5:15 p. m. WGAR tab for "Sandlot Reporter". Flo Roth, WJW flack, chairman of entertainment committee for Press Clubs annual Page One Ball. George Jessel has accepted emce stint for Ball... Former WNBK program directors Carl Freeborn and Joe Jenkins named assistant station manager and commercial manager respectively of WKFJ-TV... Chris Miller, WSRS disker, has moved to Smith's Barbeque... Marvin E. Hackstedde has joined Carr Liggett Advertising. Alex Buchan named WEOL station manager. WDOK's program director Wayne Mack reported easing duties to do more private business engagements... Dorothy Fuldheim, WBWS commentator, and James B. McGeachy, CBLT analyst, swapped TV stints in brace of good-will exchange program-days... Maurice Goldman, Cleveland Institute of Music, skedded for local WJW opera quiz before ABC net program.

ABC-TV Steel Biz

Continued from page 27 = prestige and audience to be gained

sponsoring alternately with Steel

Much the same thing happened on the web's Friday night sched-ule. With the alternately-spon-sored "Ozzie & Harriet," at 8 p. m., picking up momentum, Pepsi-Cola, through Biow, bought the st-Cola, through Blow, bought the 8:30 time for a filmed dramatic series to start in the fall. Fol-lowing the Pepsi sale, web was able to pact Armour and Briston Myers for alternate sponsorship of its Paul Hartman starrer, "Pride of the Family."

its Paul Hartman starrer, "Pride of the Family."

Sunday follows the pattern too, with Viceroy, looking for a 15-minute network show, having moved into the spot following Walter Winchell. With the Winchell show and Viceroy's "Orchid Room" moving to 9 p.m. Sundays in the fall. BB Pen picked up 15 minutes of the upcoming George Jessel show to follow at 9:30.

With Ray Bolger pegged for a Thursday slot, web expects to pick up a couple more accounts with top shows for that evening. And with Joel Gray and the Will Mastin Trio and Sammy Davis, Jr., still to be set, besides the filmed properties starring Barry Sullivan and Cesar Romero, the snowball

and Cesar Romero, the snowball may spread into an avalanche.

ABC-TV's Quickie Web Spread for Shriners

ABC-TV pulled a special events beat out of a hat last week with its exclusive telecasts of the Shriner's parade in N. Y. Idea for the telecast originated with WABC-TV, the web's key in N. Y., on the morning of the parade (16).

morning of the parade (16).

Station cleared the program with the Shriners by noon, then went out and sold eight spots to Pepsi-Cola for that evening. Some /of them were live, since cameras merely focussed on the large Pepsi sign on Times Sq. opposite the pickup point.

When network news and special events chief John Madigan heard of the plan, he sent a hurry call through station relations, and cleared six stations on the network to pick up the event. Web and WABC-TV carried the parade exclusively, from 9:30 p.m. to 1:25 a.m. Stations tied up local sponsors for the airing. sors for the airing.

Louisville—WTTV, Bloomington, definitely will-boost its power and triple its coverage in south-central Indiana by late October or early November, owner Sarkes Tarzian announced last week. Tarzian said WTTV. will up its wattage from 30.000 to 100.000 and switch simultaneously from Channel 10 to Channel 4, as authorized by the FCC.

Walker, Ex-FCC, in Law, Lecturer on Educ'l TV

Washington, July 21.

Former FCC Commissioner Paul Walker, who retired three weeks ago after 20 years with the agency and 40 years with the Government, plans to practice law in Washington and Oklahoma, his native state, beginning about Oct. 1.

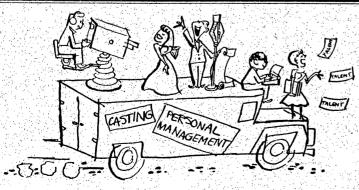
Walker, who is 75, will take a two months vacation before opening offices here and in Oklahoma City, where he served for many years as a member of the Oklahoma Corp. Commission, before coming to the Capital.

The ex-FCC chairman and commissioner will make himself available for lectures, particularly in the field of educational TV, in which he played a prominent role as a member of the FCC. Former FCC Commissioner Paul



Latest Coral Release "TOYS"

"I AIN'T GONNA DO IT"



Henry C. Brown has moved to 743 Fifth Avenue EL. 5-5636

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PRODUCERS

and

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OF RADIO and TELEVISION PROGRAMS

Under Contract to Sponsors and Networks:

STRIKE IT RICH

MAN AGAINST CRIME

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GLAMOUR GIRL

CONFESSION

THE CHASETHE LINEUP

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* BREAKFAST IN HOLLYWOOD

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JASON and the GOLDEN FLEECE

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MARTY SPERBER

Television Reviews

ducing her dummies, Taffy and other quiz shows, "Super Ghost" Dinky, who sounded like carbon copies of another quite well-known dummy, Charlie McCarthy, Final had her do a song about a croco-dile in which both the studio audience, consisting of a group of surprisingly listless kids, and the viewers were invited to participate.

Show, which is presented by WNBT in cooperation with Leo Pillot, holds real promise, even within the limited time allotted to it. Miss Lewis' pronounced charms, if given a chance, should be of great help in sugar-coating the facts that are dispersed throughout. Maybe, too, it would be wise to stacken the pace and adjust the humor to certain age levels. As it was in the first show, the funny lines occasionally missed both the youngsters and the adults who may have been watching. The basic idea of "Facts 'N Fun" is so good, it should be able to succeed on its own.

SUPER GHOST
With Bergen Evans, Shirley Stern,
Buddy Black, Robert Merriam
Producer: Jay Sheridan
Director: Paul Robinson
30 Mins., Sun., 6:30 p.m.
Sustaining
NBC-TV, from Chicago
After resting in peace for almost
a yeat, "Super Ghost" is back
haunting the airwaves, revived by
NBC to replace vacationing "Mr.
Peppers." The last in a trio of
warm weather offerings to the web
from Chi, the only change in format
from last year's like entry is the
inclusion of long-distance teleplione conversations with viewers.
Idea of the show is not simple.
Based on the old game of "Ghost."
viewers compete with panelists who
are equipped with blackboards and
chalk. Viewer, competing for various prizes on other end of phone,
offers three root words. Panelists
each take turns adding one letter
to the root, attempting all the while
to avoid the completion of a
whole word. Should a word be
completed, panelist is one-third a
ghost, and game moves to the next
word root.

As a final authority on etymology, there's also an unseen "ghost"

word root.

As a final authority on etymology, there's also an unseen "ghost" on hand, complete with filter mike and an assist from Merriam Webster.

Show regulars, with the exception of encee Bergen Evans, offerlittle in the way of originality or eleverness. The latter, a past master of the quip, sparked the show in its lagging moments, of which there were many.

With nothing more than its very complexity to distinguish it from



ALL STAR REVUE Saturdays, 8-9 P.M., EDST Mgt.: William Morris Agency

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the people BUY

WDEL-TV advertised products

Write for information about your

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WDEL AM TV FM

A Stainman Station

New York . Chicago . Los Angeles . San Francisco

Sales Representative M-E-E-K-E-

large, rich market.

the people SEE

Directors: Doug Gabrielle, Cliff
Brown
15 Mins., Tues., 5:45 p.m.
SANDRA MOTORS
WBKB, Chicago
(Advertising Corp. of America)
"Police Reporter" opened neally, gave a promise of excellence and then quickly fixzled into mediocity. All the attention gained by a clever film and narration opening was hastily dissipated, first by an obtusive commercial, and next by the ineptness of emcee Jay McMullen to sustain viewers' interest once he had captured it. Unfortunately, he's tied inexorabaly to a script.

script.

The basic idea of the show is good and draws upon a subject that should be inexhaustible, i.e., crime in the Windy City and the work of the city's finest in combatting it.

work of the city's finest in combatting it.

Edition caught featured an interview with Chi's FBI office chief and had moments of interest spiked by mug shots of "wanted" criminals. Remainder of the 15 minutes was devoted to a recap of the city's crime happenings of the proceeding 24 hours.

Poor technical work managed to amplify the show's flaws, including a closeup of the encee nervously awaiting a cue from his director in the opening and the cutting of the audio before he had finished wording the tag line at the close.

McMulien as a reporter covering the police beat for Chi's Daily-News, should be familiar with his subject, and thus it remains for him to overcome obvious nervousness and detach himself from a script, to lift the show to the class of good TV fare. Even so, if any loyal audience is built by the show, they'll have a difficult timefinding it each day, as this cross-the-board entry is scattered helterskelter or the WBKB weekly schedule.

Greenbrier Meet

Continued from page 27 =

ent and program administration veep, presiding. Speakers: Frederlick W. Wile Jr., networks production veepee; Fred Shawn, program administration director; Edward Souhami, unloop relations coordinator, and Joseph Hefferman, financial veepee. veepee.

cial veepce.

11:15 a.m.—"Radio Supports
TV." Speakers; John Cleary, radio
network program manager, and
Thomas McAvity, national program director.

1:15 p.m.—"Tomorrow, Color."
Speaker: Sylvester L. (Pat)
Weaver Jr., vice chairman of the
loand

board:

board:

Wednesday, Sept. 2

9 a.m.—"The Film Story." Robert W. Sarnoff, Film Division veep, presiding. Speakers: Tom Mc-Knight and Ed Beloin, NBC producers, Hollywood.

10:45 a.m.—"Tell It. To New York." Speakers: producer Bob

Channel 12

Welch of Hollywood; Chi program director Ben Park, and John K. West, Hollywood veepee.

11:30 a.m.—"The Sales Story and You." John K. Herbert, veepee in charge of networks.

1:35 p.m.—"The Critics Corner." Syd Eiges, press veep, presiding. Speakers: invited TV and radio critics.

Speakers: invited TV and rauto critics.

2:45 p.m.—"The Defense from the Floor." Burr Tilstrom, creator of "Kukla, Fran and Ollie."

Thursday, Sept. 3

9:05 a.m.—"The Writer." Speakers: Robert E. Sherwood, whose three tele originals will be presented on NBC-TV next season; Thomas Phipps, and Goodman Ace, chief writer for the Milton Berle show.

11 a.m.—"The Producer." Speakers: Max Liebman, Robert, Mont-

11 a.m.—"The Producer." Speak-ers: Max Llebman, Robert Mont-gomery, Fred Coe and Tony Miner. 8:15 p.m.—Dlnner. 9:45 p.m.—Speech by General Sarnoff, "The Challenge."

Mighty K. C.

Continued from page 25 =

Particularly in the daytime segments, whole blocks of cross-the-board sponsored shows are deserting the station to ride with the new CBS-TV affiliate.

What's happened in K.C. will be more or less duplicated in the immediate future in about 30 other one-station markets throughout the country, now that the FCC has authorized a large number of new stations in these so-called problem markets. However, since many of these new outlets are UHF and thus lack a built-up audience, the impact generally won't be as pronounced as in the case of Fitzer, depending on how soon and how strong a "UHF consciousness" can be instilled in the cities where single VHF stations have held a monopoly.

single VHF stations have held a monopoly.

These are the target areas in the imminent breakup of single-station monopoly with the coming competition: Pittsburgh, St. Louis;
Milwaukee, Buffalo, Indianapolis, Providence, Charlotte, Schenectady, Seattle, Toledo, Houston, Mcmphis, Rochester, Huntington, W. Va., Norfolk, New Orleans, Oklahoma City, Richmond, Miami, Des Moines (Ames), Greensboro, N. C., Jacksonville, Nashville, Eric, Tulsa, Binghamton and Portland, Ore.

Preem Set For Aug. 1
Kansas City, July 21.
Target date for KMBC-TV and
WHB-TV to go on the air in their
recently FCC-approved share-time
arrangement has been set as Aug.
1. Interim transmission equipment
atop the Power and Light building
was approved by the FCC and already is on hand.
Studies there will be used by

ready is on hand.

Studios there will be used by WHB-TV until final studio setup can be worked out. KMBC-TV already has its own television studio and auditorium.

NBC Reshuffle

Continued from page 25

Colt switch to network radio remains an unanswered question.

Cott switch to network radio remains an unanswered question.

The newest executive reshuffle has had the effect of heightening, rather than diminishing, apprehension around the network this week with the prevailing sentiment that, far from setting NBC's administrative house in order, this is but an interim blueprint. It's no secret around the web that right up to press release time last Friday (when the official announcement went out in the mail) there was considerable jockeying by some of those involved to establish propertitle identity. It's also felt that the network has still failed to eliminate the "who's on first" management confusions, particularly in regard to who reports to whom.

Major reason for the unrest, however, stems primarily from the fact that they're beginning to lose count on the reorganizations, incagain-out-again-status on integration, etc.

New setup will obviously entail a umber of new appointments new scup will obviously entail a number of new appointments, shifts, etc. Major items on the unfinished business agenda are a radio program manager and radio sales manager.

Cleveland — Victor Appliance has picked up the tab for "Dress Like a Million" featuring Hilda Fabian and Gerrie Rose in WEWS 15-minute sewing class.

Tele Followups

"Breakfast With Music," while latter is vacationing in Europe. He's an amiable guy and a good choice for this type of show. However, program caught Wednesday (15) wasn't too strong an entry. Tver was especially weak in an opening comedy skit centered around Herlihy as a newspaper editor. It also fell flat when three visiting Shriners were brought on as guests. Chitchat between Herlihy and the trio (all male) seemed forced and was also uninteresting. Also guesting was Jazzman Eddie Condon, who seemed a little out of place on a morning show targeted at housewives and their kiddies.

Singer Clark Dennis is another

on a morning show targeted at housewives and their kiddies.

Singer Clark Dennis is another filer personality, having taken over for the vacationing Milton De Lugg, whose combo, incidentally, is still dispensing the music on program. Dennis pleased with his vocalling of "Blue Skies" and in a comedy duet with regular songstress Francey Lane. Latter also did an okay piping job on "I've Got a Right to Sing the Blues." Band backing and instrumentalizing was good. Group jazzed it up nicely with "Muskrat Ramble," played as a tribute to Condon, Number, however, isn't exactly grooved for a.m. programming. Show wound up with a weather report and cast reading of birthday greetings to moppet viewers. The weather analysis was also a juve item. Participating sponsors were given a satisfactory ride. Amsterdam is slated to return to show tomorrow (Thurs.) and De Lugg Monday (27).

There could hardly be anything more frustrating to a viewer in the City of New York than a debate on the town's fare increase from 10c to 15c. Since this is a fait about to be accompli (July 25), it's difficult to figure why a public scrvice series such as "An Eye on New York" (WCBS-TV) elected to devote a half-hour to the subject last Sunday (19). The hike is about to become a reality, period. So what possible pubserv was involved in kicking the ball around except to make the citizenry hotter than ever under the wilted collar. To be sure, the two camps brought before the cameras, with Larry LeSueur as moderator, were enabled to air their particular theories, even if the horse already was stolen and the lock can go back to the smith. Supporting the increase, to no one's surprise, were Col. Sidney H. Bingham and Henry K. Norton, of the city's new Transit Authority. Pitted vs. them were Louis Broido, veepee of the Gimbel Bros, emporium, and William Vickery, professor of economics at Columbia U. who did a survey on the city's transit system. The latter has advanced the novel plan that riders should pay according to the length of the ride, in short, a zone fare. Broido took the position that rides should be on the cuff like every other municipal service, with taxes to pay the freight. Col. Bingham and Norton discussed the financial aspect in the main.

discussed the financial aspect in the main.

Before they were assembled for the discourse, the public's reaction was given via filmed interviews with joeblows in the garment district, on the Staten Island ferry, at a Third Ave. bar, etc. Up-to-date programming should have dictated either the appearance of Ephraim F. Jeffe or a discussion of the merits or demerits of his

Radio Reviews

Continued from page 30

generalities about "smoke-filled rooms" and similar bromides did not reflect an insider's insight into city hall affairs.

city hall affairs.

In future programs, he might consider the idea of conjecturing about the future possible steps of the politicos, appraising the agility of their party maneuvers, or simply comparing their quotations on similar issues for ironic effect, much in the saucy way that Don Hollenbeck did when conducting radio's unfortunately de parted "CBS Views The Press." As it is now, "City Hall—New York" just makes City Hall—New York" just makes City Hall seem like a morgue, rather than the vital political arcua it really is. Rask.

TV Public Service

Continued from page 26

up. A subsequent poll by Columbia U. of persons taking the tests showed that the stations had drawn 20% of them.

Along the same lines and in conjunction with its policy of celebrating its birthday with public service campaigns. WHAM, the radio arm of the Stromberg-Carlson operation in Rochester, devoted two days of broadcasting to shut-ins throughout its listening area last week on the occasion of the station's 31st birthday. Rochester Mayor Samuel B. Dicker proclaimed a "world inside shut-ins day," and station pitched special programs and spots for shut-ins, along with members of the station's own shut-in club.

Scranton — Hugh Connor, staff announcer at WQAN, the Scranton Times station, upped to the post of program director, according to gen-eral manager Cecil Woodland.

HOME FOR SALE

CROTON-ON-HUDSON

Large one-story home nestled in midst of 17 acres—swim-ming pool-bath house—very picturesque—3 bedrooms and 3 baths—maid's room and bath—utility room—orchard view of Hudson—for sale— furnished \$50,000. Call CRoton 1-3563 for appointment.



'Coverage In Depth'

There are some individual ex- ABC-TV setup, which finds John amples, of course, of attempts to Daly as veepee in charge of op- do more than merely offer hard erations. Despite his fabulous sucnews and discussion "Today" can cess as an emcee, Daly has always be classified as hard news with been primarily a newsman entertainment features).

Beyond the few exceptions, and

entertainment features).
Davidson Taylor, NBC public affairs director, is working on a scries of half-hour documentaries on the world's "Trouble Spots," which will be aired, when timely, on an irregular basis. One of these, "Berlin: Window our Fear," was put on NBC-TV air so suddenly two weeks ago that many of its potential audience did not realize it was on the schedule.

n was on the schedule.

What's needed in such cases, newsmen say, is not documentaries on an occasional basis (CBS-TV does some too) but on a regular weekly basis, with all the networks participating.

In October, Ed Murrow will be

WJAR-TV

ABOUT ITS NEW SINGING SENSATION

Fresh from New York and

fabulous success at the famed Copacabana, the Paramount, Gogi's La Ruel

A sought-after singer an the "Ken Murray Show" ..."Kate Smith Show"

"Celebrity Time" . . . the

Faye Emerson Show"!

NOW STARRING ON THE

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O TO 3110 pm Wednerdays by 1881s MUSKETERS and SNICKERS On Toolday by SIMMONDS UPHOLSTERY. A breaty quarter hair of tupsful fulent, with established guest stars and enthusias-is would be calabrities!

Available now

Available now over New England's Most Powerful TV Station where you sell More Paople Per Penny thon in any other

then in any oth orea in the U.S.A.

been primarily a newsman.

Beyond the few exceptions, and the prospect of ABC-TV's future plans, newsmen say there's little new or exciting industrywise in the coverage of news. There's a great need, they add, for television to reevaluate its news setup, because at the moment the industry seems to be standing still when it should be exploring new ways and means of doing its biggest job, that of informing the American of informing the American

Transoceanic TV

Continued from page

In October, Ed Murrow will be starting his new news show, "Person to Person," which will have a different approach in that home viewers will visit, via tele, the homes of newsworthy subjects and there get to meet and know them, better and informally as human beings. But this, again, is an individual example and not an industry-wide movement.

There might also be fuller news coverage on more levels coming from the reorganization of the form the reorganization of

of sea would be less than 300 miles. Problems involved in building and maintaining the relay stations in icebound country, the high costs involved, possibilities of working out an international agreement to carry out the scheme and finance the project—these are among the subjects which the commission would investigate.

the project—these are among the subjects which the commission would investigate.

Among those who have been promoting the project are William S. Halstead, prexy of Unitel, which has been retained to build a microwave relay network for television in Japan; Maj. Henry F. Holthusen, who was special consultant to a Senate Foreign Relations subcommittee, which held hearings on the resolution last year, and Dr. Walter Doshinsky, a N. Y. engineer.

Sen. Karl Mundt (R.-S.D.), and Sen. Homer Capehart (R.-Ind.), have shown interest in the scheme as part of a "master global plan" for TV. The Voice of America has also indicated interest.

Postpone Vote

Postpone Vote

Whether the resolution can be voted at this session of Congress appears doubtful, in view of plans; for a July 31 adjournment, but strong influences are believed to be pushing for fast action. If the Senate passes the bill, it would be necessary for the House to get action by the House Interstate Commerce Committee, which probably would want to hold hearings on the project, and concurrence by the House itself.

There's also a possibility that, when the measure comes before the Senate, a jurisdictional question may be raised, because of its sponsorship by the Foreign Relations Committee, Instead of the Interstate Commerce Committee, which usually handles telecommunications matters.

terstate Commerce Committee which usually handles telecommu

Fassett

Continued from page 27

sical and anecdotal account of his trip for June, July and August issues of the Saturday Review.

Coverage of "Festivals," the big international musical events of the summer, was Fassett's idea. It's aimed not only to keep the Philharmonic time and audience, but to build the serious music audience of Sunday afternoons. He has had complete freedom from Willys and its agency. Ewell & Thurber, who also have been liberal with praise.

One of Fassett's major aims in his second European trip is to record the new opera, "Der Prinzess," by Gottfried von Einam, outstanding contemporary German

zess," by Gottfried von Einam, out-standing contempolary German composer. He'll present four live shows from Tanglewood, and record one at Bayreuth, two at Salzburg, and four at Edinburgh. Music on radio is on the upbeat. Fassett reports. Peak was reached before the war, when he had a staff of six and the CBS Radio net offered a total of 20 hours a week of serious music (orchestra, vocal, keyboard, etc.). Low point was two

seasons ago (2¹4 hours weekly), when the Philharmonic was recorded and played the next afternoon. He now has one associate, Oliver Daniel, and is in charge of presentation of 4²1, hourser exist.

Oliver Daniel, and is in charge of presentation of 4% hours of serious music on the air weekly.

The Philharmonic, Fassett says had the highest daytime Sunday rating (up to 5:15 p.m.) last season, and this has changed executives thinking. Network function, he believes, will be to keep in touch with music news and present new events first, something the netsean do better nationally, with their greater facilities, than local stations. "World Music Festivals," first time on radio, is a station that first time on radio, is a start in that

New FCC Process Plan

and the those from areas with one or more operating stations. In both groups, cities will be scheduled for hearing on the basis of population.

The Commission will issue new lists of cities for processing every two months, revising the lists as construction of stations affects the status of applications.

The new procedure was adopted over the vigorous dissent of Comp. Frieda Hennock who contended that the procedure.



AM-950 KILOCYCLES-5000 WATTS FM-CHANNEL 246-97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION Owned and Operated by THE DETROIT NEWS . National Representatives: THE GEO. P. HOLLINGBERY COMPANY

politan area.

portation than in any other major metro-

VICTOR'S CHILI SAUCE

RCA Victor is adding a chile seasoning to Tin Pan Alley's pop output via its International Division's slicings. In addition to releases of strictly Latino numbers, the division has been steadily cutting pop items with a south-of-the-border beat. Practice has been widening the market for the popentries and bringing in extra revenue for the pubs.

In recent weeks such pop-grooved melodies as "Terry's Theme From Limelight," "No Other Love" and "You, You, You, You" have been given the Latino treatment. Noro Morales, Percz Prado and Louis Arcaraz have been getting the bulk of the transition assignments.

Frank Music to Publish Score of 'Almanac' Revue

Frank Music, tunesmith Frank Loesser's firm, will publish the score for John Murray Anderson's "Almanac," new revue due to preem on Broadway in the fall, Dick Adler and Jerry Ross are writing the bulk of the score.

No album deal has yet been set

Jocks, Jukes and Disks

By MIKE GROSS

Best Bets

Nat (King) Cole: "A Fool Was ground theme music from the Unity of the Good to Me" (Capitoli, Cole is back in top form with this coupling. Both sides are right up his alley in rhythm and sentiment. Sincerity and warmth keynote each slice and it'll be a tossup as to which tune will take the lead. Overall top-drawer makeup of "A Fool Was I" will probably win the deejay push.

Rosemary Clooney: "Cheegah (Choonem"-"Stick With Me". (Columbia). The "Come On-A My House" formula is repeated on "Cheegah Choonem," which should mean another big one for Rosemary Clooney. Wild beat with lyric to match is excellently suited to Miss Clooney's drive and she builds it into a whammo novelty platter. Stan Freeman's harpsichord dominates the backing. "Stick With Me" is a clever rhythm novelty which will win its share of spins.

Don Cornell: "Please Play Our Song" and charming word-handling by Don Cornell add up to jock and juke plays. Platter has a breakaway potential. Corthology in the cornel c



Jap Disk Thrushes Ape Clooney, Parrot Starr, And Page Patti Page

Tokyo, July 14.

Tokyo, July 14.

Teen-age thrushes, singing broad copies of currently popular U. S. tunes, are boosting sales of popular records in Japan. In some cases, the local gals' versions are competing strongly with imported platters. In all cases, the only bow to originality is a chorus sung in a Japanese translation. Otherwise, singers ape every possible vocal mannerism of such Americans as Teresa Brewer, Kay Starr, Rosemary Clooney, Patti Page and others.

Teresa Brewer, Kay Starr, Rosemary Clooney, Patti Page and others.

Top juve is Hibari Misora, Nippon Columbia and Shockiku Films property, who is 15. Her waxings of "Again," "Shanghai" and "El Choclo" are going big at present Miss Hibari's coach is a Hawaiian Nisel, George Shimabukuro.

Chiemi Eri, 17, who has just returned from a three-month visit in Hollywood where she met Rosemary Clooney, Kay Starr, Ella Fitzgerald, and sang with Harry James' band, shows how well she spent her time in the U. S. with her King recording of "Side By Side," in which she imitated Kay Starr, complete with echo chamber and multi-tape gimmicks. In recent theatre and nitery dates with the Delta Rhythm Boys here, Chiemi amazed local pop fans with her imitations of Doris Day, Patti Page and Rosemary Clooney.

Japan Victor's juve queen is 16-year-old Izumi Yukimura, who began her rise to stardom with a copy of Teresa Brewer's delivery of "Till I Waltz Again With You." Since then, the moppet has shown a bit more originality in her pressings of "Don't Let the Stars Get in Your Eyes" and "Keep It a Secret." Consensus of foreign crix here is that Izumi stands the best chance of standing on her own in the future.

of standing on her own in the fu

Longhair Disk Reviews



Dedicate Chester, Pa., Shell More than 4,000 persons attended the dedication of the new \$16,000 municipal band shell last week in Chester Park, Chester Music was provided by the Chester Elks and the Lukens Steel Co, band.

Gene Norman's 'Just Blues'

Hollywood, July 21.

A jazz bash under the aegis of local deejay Gene Norman will replace the Sunday afternoon terp sessions at the Circus Gardens, Santa Monica. The teenage dance setups, originally scheduled for four layouts, were dropped after pulling in only 28 customers in its first running Sunday (18). The terp affairs were run by Bob Keene as a basis for a KNXT remote. Keene's show reverts back to the studio.

The jazz package, tabbed "Just The Blues," will also play on Thursday evenings.

Philadelphia, July 21.

For Teen Terps on Coast

Hollywood, July 21.

and his
CHAMPAGNE MUSIC
100th Consecutive Week, Aragon
Ballroom, Santa Monica, Calif.
Exclusively for Coral Records
OH

Backed by HALLELUIAH BROTHER

A \$1,500 sound system was presented to the city by Leonard Mayfair, president, on behalf of Local 484, American Federation of Musicians. Mayor Ralph Swarts accepted the presentation.

Second Group	the second of
All By Myself	. Berlin
All I Desire	. Broadcast
Breeze	. Leeds-
Butterflies	. Santly-J
Caravan	. American
C'est Magnifique—*"Can-Can"	. Chappell
False Love	. Weiss-B
Granada	Doon
Hi-Lili Hi-Lo-+"Lili"	. Robbins
Honey in The Horn	. Alamo
Hot Toddy , , ,	. Coachella
I Am In Love—*"Can-Can"	. Chappell
Marriage Type Love—*"Me And Juliet"	. Williamson
On	Faict
Pretty Butterfly	Parton
Something wonderful Happens	. Johnstone-M
Sorta On The Border	Morris
Tell Me That You Love Me	. Harms
Tenderroot	Longridge
Terry's Theme From Limelight-"Limelight"	. Bourne
wedding Day	RVC
100 100, 100 100	Marks
You, You, You	. Mellin
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Top 10 Songs On TV

Can Can	Chappell
Gambler's Gultar	Devere
1 Believe	Cromwell
Naw-Liga	Milene
My Lady Loves To Dance	United
My One And Only Heart	Roncom
No Other Love	Williamson
Song From Moulin Rouge	Broadcast
Star Spangled Dawn	Hollybrook.
Your Cheatin' Heart	Acuff-R

(More In Case of Ties)

† Filmusical. • Legit musical.

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based on copyrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatman, Director. Alphabetically listed.

SIII	RVEV	WEEK	OF	THIT	10.16	1052
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Allez-Vous En-"*Can-Can"	Chappell
Anna—†"Anna"	Hollis
April In Portugal	Chappell
Big Mamou	Peer
Call Of The Faraway Hills-†"Shane"	Famous
Eyes Of Blue—†"Shane"	Paramount
I Believe	Cromwell
If I Love You A Mountain	Feist
I'm Walking Behind You	Leeds
I'm Your Girl-*"Me And Juliet"	Williamson
Just Another Polka	. Frank
Keep It Gay-*"Me And Juliet"	Williamson
Love Every Moment You Live	Meridian
Melba Waltz—†"Melba"	BVC
My One And Only Heart	Roncom
Nearness Of You	Famous
No Other Love—*"Me And Juliet"	Williamson
P. S. I Love You	La Salle
Pretend	Brandom
Ramona	Lion
Return To Paradise-"Return To Paradise"	. Remick
Ruby—†"Ruby Gentry"	. Miller
Say You're Mine Again	Blue River
Seven Lonely Days	Jefferson
Side By Side	Shapiro-B
Someone's Been Readin' My Mail	Witmark
Song From Moulin Rouge—†"Moulin Rouge"	Broadcast
Tell Us Where The Good Times Are	Oxford
Vaya Con Dios	. Ardmore
Your Cheatin' Heart	Acuff-R
Second Group	

(Listed Alphabetically)

ambier's Guitar	Devere
Believe	Cromwell
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our Cheatin' Heart	Acuff-R
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Five Top Standards

Back In The Saddle Again	Chappell
Don't Fence Me In	Harms
I Didn't Know The Gun Was Loaded	. Lewis
Last Round-Up	. Shapiro-E
-Pale-Moon	. Forster

ROSEMARY CLOONEY (Columbia)	
of pix music clicks. As delivered by Jerry Murad's expert harmoni- ca against a lush Richard Hayman	**

orch backing, it's a spinning natural. The oldle, "Sweet Lelani," gets a fine going over on the reverse.

NAT (KING) COLE ...

lani," gets a fine going over on the reverse.

Joel Grey: "Too Young to Tango". "Ta Ta Ta Song" (M-G-M). Grey projects enough personality in his initial platter try to get him moving fast with deejays and the coinbox trade. He gives "Too Young to Tango" a highpowered rendition pegged for current market: Okay pipes and sock rhythm sense keep the beat lively and listenable. Slows up for only fair results on flip.

Don Cherry: "Till the Moon Turns Green": "No Stone Unturned" (Decca). A budyant p.d. melody (w.k. on campuses as "It Ain't Gonna Grieve My Lord No More") has been updated into a brisk piece tagged "Till the Moon Turns Green" and gives Don Cherry one of his best shellac of ferings in some time. Cherry loosens up here for nifty results. Wilt get attention on all levels. He gives "No Stone Unturned" a lift via a smooth delivery. In today's offbeat market, it could grab the top spins.

A FOOL WAS I

If Love Is Good To Me

CHEEGAH CHOONEM

Stick With Me

on both sides. Rhythm beat of "Unless You're Free" gives them best play possibilities. "Baby Blues" is a fair novelty item.

June Hutton-Alex Stordahl Orch:
"No Stone Unturned"-"Rather" (Capitol). "No Stone Unturned has been making some noise in the hinterlands on an indie-made label. June Hutton's cut should put it in a solld commercial footing in the urban areas. With the aid of Alex Stordahl's slick backing, it's given a topflight rendition. It's still an offibeat entry but failor-made for today's market. "Rather" is a pleasant side that will get some spins.

Album Reviews

Album Reviews

Cole Porter Songs (Walden). This assortment of 10 Cole Porter tunes, culled from legit shows and filmusicals, is a neatly packaged set pegged mainly for the Porter partisans. The obvious hits from the Porter catalog are eschewed here for a flock of lesser-knowns making it a must for collectors. Louis Carlyle shines through the album, whipping out such tidy items as "Get Out Of Town," "Why Shouldn't I" and "Ridin High." Bob Shaver rides tandem with Miss Carlyle on "You Irritate Me So" and solos nicely on "After You, Who." David Baker and John Morris set a slick backing with their keyboard accomp.

Goldie Plays By The Sea (Atlantic). Goldie (Lou Hawkins) tackles some familiar showtunes on his upright for some okay effects. He has a unique technique and gives the Porter-Gershwin-Rodgers & Hammerstein potpourri a lively going over. Goldie runs a seashore cafe on Fire Island, N. Y., so the album should appeal to the show biz folk who've tippled there.

shouldn't I' and "Ridin' High." to a smooth delivery. In today's offbeat market, it could grab the top. spins.

Jo Ann Tolley: "I Don't Wanna Be a Summer Sweetheart". "I'll Go On Loving You" (M-G-M). "Summer Sweetheart" is headed for a mid-hit payoff via this Jo Ann Tolley cut. Thrush's clear and velty on the bottom deck ballad but it's not strong enough to take any spins away from "Sweetheart."

"Heartbroken" (Columbia). This is Judy Garland: "Go Home, Joe". "Heartbroken" (Columbia). This she's been thrown by her material. Chance to move out scems best with Haartbroken," which she belts with all she's, got. "Go Home, Joe". "Bla Mae Morse has a way with a rhythm & blues beat and she shows it off in tiptop style on "40 Cups of Coffee." Tune's way with a rhythm & blues beat and she shows it off in tiptop style on "40 Cups of Coffee." Tune's heetic beat and frantic drive are matched by her vibrant delivery, Les Brown dittoes on Coral with a slick vocal job by Jo Ann Greer, Miss Morse takes the oldie, 'Oh! You Crazy Moon," for a modern ride.

Jimmy Joyce: "The Man From the Alamo"."Heavens to Betsy" of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of publicity of National Concert & Julian Menken named director of the publication of the proposed par warm delivery make it more than a seasonal entry. She's okay on the bottom deck ballad but it's not strong enough to take any spins away from "Sweetheart".

Judy Garland: "Go Home, Joe".

"Heartbroken!" (Columbia). This is Judy Garland's second start in the current pop sweepstakes and she's still at the gate. In both outings, she's been thrown by her material. Chance to move out seems best with Heartbroken!" (Columbia) as a so-so slice in "You Can't Go Home, Joe" is a moody ballad given a trademarked Garland emogical manner in the title market.

Ella Mae Morse: "40 Cups of Coffee." Thun's Medical and she shows it off in tiptop style on "40 Cups of Coffee." It nue's heet and she shows it off in tiptop style on "40 Cups of Coffee." It nue's heet bet and frantic drive are matched by her vibrant delivery, Les Brown dittoes on Coral with a slick vocal job by Jo Ann Greer, Mas Morse: takes the oldie, "Oh! You Crazy Moon," for a modern Jimmy Joyce. "1 me Market.

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Jimmy Joyce

BMI'S KAYE-BOMB VS. JUKEBOXES

Pix and TV Hot Shots N.S.H. on Wax: Eartha Kitt's Caboodle on Victor

click in the wax market. Personalities from other fields attempting to cash in on the shellac gravy are finding it tough sledding. In recent months toppers from pix, legit and tele have tackled the disk field and the majority of them have been thrown for a loss.

Roster of names to take the pop-platter route include Judy Gar-land, Betty Hutton, Donald O'Con-nor, Margaret O'Brien and Bobby Breen from films; Red Buttons and Wally Cox (also O'Connor) from television, and Eartha Kitt from niteries and legit.

from hiteries and legit.

Miss Garland, who was recently pacted by Columbia Records for a pop push, has failed to hit the mark in her first two releases. Miss Hutton, who rejoined the Capitol label after an absence of several years, has come up with one new biscuit so far without making any impact. Before winning stardom on the Paramount lot, she had turned out a number of hits for Cap.

Cap.

O'Connor, who's been spotted in some top filmusicals during the past year, turned out a one-shot deal for Columbia in tandem with Doris Day and then was pacted to a longtermer by Decca. Neither the Col slice nor his initial Decca etching got off the ground. Miss O'Brien and Breen have the indie route, Seger and Dana, respectively, but neither has taken off.

Buttons scored in some areas with his Col cut of his tele trade-marked songs, as did Cox on the Victor label with a coupling of the oldie "Tavern in the Town" and a special material piece. Neither Buttons nor Cox has come back with a followup platter and some tradesters are tabbing them-one-shotters.

Only outsider to develop as a hot wax property has been Miss Kitt. Negro thrush, who broke in via niteries and legit ("New Faces of 1953"), is setting a strong sales pace for Victor with a longplay album and a single, culled from the package, of "C'est Si Bon." Her preem disk for the label, "Uska Dara," got her off to fast start. Contracting the abortive attempts

Contrasting the abortive attempts of the names to hit disk paydirt is the constant stream of diskers movthe constant stream of diskers moving into marquee prominence in other fields via topselling platters. Rosemary Clooney, Johnnie Ray and Guy Mitchell, for example, moved in on the Hollywood scene while countless others have become top bracket attractions in niteries, vaude and TV.

COL BRASS HUDDLING IN CHI FOR SALES GABS

Columbia Records homeoffice exis and branch managers are moving into Chicago this week for diskery's annual sales conclave. Meet will be held at the Palmer House on Friday and Saturday (24-

Parley will be highlighted by up-coming plans on company's records, and equipment, Col's advertising and merchandising program for the forthcoming year will be spot-lighted around the fifth anni of the longplay disk.

Dee Kilpatrick Doubling As Mercury's R&B Boss

With no extensive rhythm & blues plans in the offing, Mercury Records' folk artists & repertoire head, Dee Kilpatrick, will double in the r&b spot vacated last week by Bobby Shad. Kilpatrick will handle all the work out of Nashville. Mere will put added emphasis for its r&b output in the southern territory.

Shad. who had bandled Mere's

Shad, who had handled Merc's 1&h work since 1951, moved over to the Decca label.

Joan Crawford's Kidisk

Joan Crawford will return to RCA Victor after a 14-year layoff to record a kiddle album. She's been inked to narrate "The Lit-tlest Stork," which was penned by Hollywood screen and mag writer Charles Tazewell.

Miss Crawford warbled "I'm In Love With The Honorable Mr. So and So" for her last Victor assignment. The album will be cut next month.

B'way Cast Disks' Hot Selling Pace Spurs '53-'54 Bids

shows continue to outdistance single showtune platter releases. With the exception of "No Other to a lesser degree "Allez Vous En," from "Can-Can," legitune shellac has made little noise in the market. However, the albums are big money-makers for the record companies and are topping the bestselling lists around the country.

ord companies and are topping the bestselling lists around the country. Decea's "Wonderful Town," Capitol's "Can-Can" and RCA Victor's "Juliet" are current highriders. Their big sale rackups has stimulated diskery interest in original cast sets and indicates that there'll be top plattery bidding for album rights for the 1953-54 musical show offerings. The companies had become wary of legituners in the past few years when the majority of the albums turned out to be duds on the market. Tipoff on the swing back to original cast album buying developed in Chicago recently as sales of Victor's "New Faces" package topped the field when the touring edition of the revue moved into ChI for a run.

In a move to cash in on the show albums' hot selling pace, rival diskeries are prepping packages of highlights from the scores. Already on release are longplay editions from Columbia and M-G, and Juliet" excerpts.

Orchestra, or by whatever means, scened cannot be become familiar with it and, if the music has merit, some of them will like it.

"If the argument that any performance which might enhance it would be a ragument to abolish the separate payment for performing rights entirely.

"21 The coin machine operators of these records and that the coin machine operators who works, recording royalties have albums that the coin machine operators who works, recording royalties have albums that the coin machine operators who works, recording royalties have albums that the coin machine operators who purchase the record are therefore in for most distribs are swingling in high gear with hardly any comerciant that the coin machine operators who purchase the record are therefore in for most distribution

MY ONE AND ONLY HEART

JOINS ASCAP IN

Broadcast Music, Inc., has joined forces with the American Society forces with the American Society of Composers, Authors & Publishers in the battle to get an amendment to the 1909 copyright. law, For the first time BMI has openly stepped into the fight via its attorney, Sydney M. Kaye, who pressed for a Congressional amendment in his report last week to the Senate's sub-committee on patents. Trademarks, and convrights. the Senate's sub-committee on patents, trademarks and copyrights. Now that BMI has gone over to the camp of ASCAP, which had been carrying on the fight alone tradesters foresee quick action. Main issue involved is reversing the jukebox exemption from the payment of record royalties.

Answering the coinbox ops' four main objections against making payments, Kaye made the following four-play statement:

'No Substitute for Payment'

"(1) The coin machine operator

ing four-play statement:

No Substitute for Payment'

"(1) The coin machine operator says that the coin machine operator says that the coin machine aids in popularizing music, and that this assistance in popularizing the songs should be regarded as a full substitute for compensation. I would suppose that performance on what are popularly called like-boxes enhances the popularity of some musical compositions by increasing their exposure to the public. This is true, however, with respect to every other form of public performance. If a composition is performed on the radio, or by television, or in a theatre, or in a movie house, or by a symphony orchestra, or by whatever means, people will have a chance to become familiar with it and, if the music has merit, some of them will like it.

No D.C. Action Seen on Jolting Jukes Till '54; MPPA Hits 'Obsolete' Law

Through Summer

Through Summer

On Solid Shellac

The record biz has been weathering the normal summer sales slide. For the first time in years all of the major labels are sustaining their fall winter selling pace during the hot weather season. Although none of the companies has a standout pace-setter, they are all or all repped with solid sellers which has been weather in the first time in years all of the institute a clause which has become obsolete and unfair, and which operates to deprive the creators and proprietors of music of the just fruits of their skill and which operates to deprive the creators and proprietors of music of the just fruits of their skill and which operates to deprive the creators and proprietors of music of the list fruits of their skill and which operates to deprive the creators and proprietors of music of the list fruits of their skill and which operates to deprive the creators and proprietors of music of the letter and spirit of the Congress of the United States.

"These associations," he said, strongly urge the enactment of strongly urge the enactment of the statute a clause which has become obsolete and unfair, and which operates to deprive the creators and proprietors of music of the letter and spirit of the Congress of the United States.

"These associations," he said, strongly urge the enactment of the statute a clause which has become obsolete and unfair, and which operates to deprive the creators and proprietors of music of the letter and spirit of the Congress of the United States.

"It the cuin machine exemption."

Gary's 'Paradise' Gab
Gary Cooper has been set by Decca Records for a one-shot assignment to handle the commentary on its upcoming album, "Recurn To Paradise." Cooper is starring in the United Artists pie of the same name.

Album will include soundtrack score from the pic. Cooper's narration will outline plot. Score was written by Dimitri Tiomkin and Ned Washington.

Diskeries Riding

Washington, July 21.

There can be no congressional action before 1954 on the bill to the copyright laws, although a Senate Judiciary Committee heard spokes-ring in the United Artists pie of the same name.

In fact, it was pointed out, opponents on the bill. S 1406, will have to receive a hearing some time early next year before the committee decides whether to go ahead with the bill. The delay, and possible failure to accomplish anything next year, is akin to what has been plaguing music interests for several years as they have sought to strike from the copyright Act the section which exempts jukeboxes.

are bringing their summer carnings above the norm.

Decca, for example, had its best seven-day summer period last week with a 400,000 disk sale wrapup bietor is claiming its best summer in five years while Columbia. Capitol, Mercury and M-G-M are rolling at a hot sales clip.

The hit disks are getting a wide diskery spread resulting in plenty of action from most distribs around the country. In the past one or two diskeries have had the hiomopoly on high-riding shellac, leaving the others to sweat out the summer slump. Now, however, with all companies repped on the top brackets, the distribs are swinging in high gear with hardly any complaints coming into the homeoffices for a more torrid turnout.

Majority of diskery brass, accustomed to lay low during the high temperature season, are getting out into the field to give an extra, added push to their product. Most of them are making sorties to branch offices briefing their territorials on promotional and exploitation gimmicks usually reserved for the fall push.

Chines

Percy Faith Columbia

The Congress of the United States.

"If the coin machine exemption the statute, a court would have to hold that a performance of a song on a public performance for profit, are public. The same reasons were streken from the statute, a court would have to hold that a performance of a song on a public performance for would have to hold that a performance of a song on a public performance for would have to hold that a performance of wong on a public performance for profit, are proposed with the performance by a brite or profit, are performance by a song by a jukebox in another restaurant.

Majority of diskery brass, accustomed to lay low during the high generative season, are getting on the toric promance of musical compositions, for profit, and low or content was for profit, are performance of musical compositions, for profit, and the line of the content and the unonpoly of the performance of musical compositions, for profit, and the line of the content and the unonpoly of the c

ing included songwriters Robert McGinsey, Joan Whitney, Doro-thy Stewart and Vic Mizzy.

ECK SET TO ANKLE M-G-M FOR VICTOR

Billy Eckstine's five-year deal with M-G-M Records is over Crooner, whose pact with the label guaranteed him \$50,000 a year, is set for an RCA Victor inking. Although the Victor deal is nowhere near the M-G-M guarantee. Ecksline's move is based primarily on the fact that Victor will coordinate its disk promotion with his annual cross-country concert tours. Deal will be set on the Coast within the next week between Joe Carlton, Victor's artist & repertoire chief, and Eckstine's manager, Milt Ebbins.

Decca Taps Kitty

First step to bring new blood into the Decca Records roster under Milt Gabler's regime was made last week with the pacting of thrust Kitty Kallen.

Miss Kallen, whose first Decca sides will hit the market next month, previously recorded—under—the Columbia banner.

VARIETY 10 Best Sellers on Coin-Machines

1. SONG FROM MOULIN ROUGE (11)	Percy Faith Columbia.
2. VAYA CON DIOS (5)	Paul-Ford Capitol
3. I'M WALKING BEHIND YOU (9)	Eddie Fisher Victor
4. APRIL IN PORTUGAL (11)	Les Bacter Capitol
5. RUBY (10)	Richard Hayman Mercury
6. ANNA (1)	Sylvana Mangano M-G-M
7. OH! (3)	Pee Wee Hunt Capitol-
8. NO OTHER LOVE (2)	Perry Como Victor
9. SAY YOU'RE MINE AGAIN (11)	Perry Como Victor
10. YOU, YOU, YOU (2)	Ames Bros Victor
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CRYING IN THE CHAPEL	Darrell Gleren Valley
GAMBLER'S GUITAR	Rusty Draper . Mercury
I BELIEVE	Frankie Laine Columbia
CRAZY, MAN, CRAZY	
1'D RATHER DIE YOUNG	Hilltoppers Dot
P. S. I LOVE YOU	Hilltoppers Dot
JOHNNY	Paul-Ford Capitol
TERRY'S THEME FROM LIMELIGHT	Frank Charlesfield London
HALF A PHOTOGRAPH	Kay Starr Capitol
TV RHUMBA	Bob Batcheldor Mood
THE NEARNESS OF YOU	Bob Manning Capitol
CRYING IN THE CHAPEL	
C'EST SI BON	Eartha Kirt

E AND ONLY HEART Perry Come UF gures in parentheses indicate number of weeks song has been in the free 10]

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BMI's Kaye-Bomb

someone who buys the record from him cannot acquire a greater right than the record manufacturer himself. The contention of the coin machine operators has no standing as an economic argument. Almost everybody who gives a public performance for profit does to from a printed copy or a recording. The disk jockey on the radio station has to buy a record, the dance band has to purchase sheet.

Disk Companies' Best Sellers...

CAPITOL	edi denera
	ARTIST
1. VAYA CON DIOS	Los Daul Mony Ford
2. HALF A PHOTOGRAPH	Kay Starr
MBBDB (GCD Z	
3. APRIL IN PORTUGAL SUDDENLY 4. OH! SAN	
4. OH!	Pce Wee Hunt
E A DEAD IOUN LETTER	Jean Shepard
I'D RATHER DIE YOUNG	
COLUMBIA	
1 CONC. EDOM MOTITIN POLICE	Percy Faith
SWEDISH RHAPSODY SWEDISH RHAPSODY SITTIN' IN THE SUN I BELIEVE YOUR CHEATIN' HEART	
2. HEY JOE	Frankie Laine
3. I BELIEVE	Frankie Laine
YOUR CHEATIN' HEART 4. KISS ME AGAIN, STRANGER	
5. DOWN BY THE RIVER SIDE	Four Lads
TAKE ME BACK	
CORAL 1. GLAD SONG WHAT HAPPENED TO THE MUSIC 2. TOYS	
1. GLAD SONG Ter	csa Brewer-Don Cornell
WHAT HAPPENED TO THE MUSIC	Eileen Barton
J AIN'T GONNA DO IT 3. SHE LOVES ME WHEN HANDS OF CLOCK PRAY A	Tareen Darton
3. SHE LOVES ME	T MIDNIGHT
4. CECELIA	
EH LA BAS	
5. GRIMM FAIRY TALES (Brunswick)	Jazzbo Collins
DECCA	
DECCA 1. FALSE LOVE DON'T FORGET ME	Four Aces
DON'T FORGET ME 2. PRETTY BUTTERFLY	Mills Bros.
DON'T LET ME DREAM	
3. CRYING IN THE CHAPEL	Rex Allen
. To Oldan Gilliablic S Shillia	Four Aces
HONEY IN THE HORN	
5. TERRY'S THEME FROM LIMELIGH	T Guy Lombardo
LONDON	
1. TERRY'S THEME FROM LIMELIGH INCIDENTAL MUSIC FROM LIMEL	T Frank Chacksheld
incidental music from limel 2. song from moulin rouge	Mantovani
3. DUMMY SONG	una Chaltan Wad Haath
I WONDERFUL ONE	time Sherton-red freath
4. RAMONA CHIQUITA MIA	Mantovani
5. QUEEN OF EVERYONE'S HEART	Vera Lynn
LAMBETH WALTZ	
MERCURY	
1. GAMBLER'S GUITAR	Rusty Draper
1. GAMBLER'S GUITAR FREE HOME DEMONSTRATION 2. BUTTERFLIES THIS IS MY SONG	2111901
7 2. BUTTERFLIES	Pattie Page
3. FOR ME, FOR ME	Georgia Gibbs
I THINDED AND LICHTMING	
* A EMEDNATIV	arta manuan -
4. ETERNALLY SIMONETTA	Vic Damone
4. ETERNALLY SIMONETTA 5. RUBY	Vic Damone
4. ETERNALLY SIMONETTA 5. RUBY LOVE MOOD	Vic Damone Richard Hayman
3. FOR ME, FOR ME THUNDER AND LIGHTNING 4. ETERNALLY SIMONETTA 5. RUBY LOVE MOOD M-G-M	Vic Damone Richard Hayman
4. ETERNALLY SIMONETTA 5. RUBY LOVE MOOD M-G-M 1. I WON'T BE HOME NO MORE	Vic Damone Richard Hayman Hank Williams
1. I WON'T BE HOME NO MORE MY LOVE FOR YOU (HAS TURNED	Hank Williams () TO HATE)
1. I WON'T BE HOME NO MORE MY LOVE FOR YOU (HAS TURNED	Hank Williams () TO HATE)
1. I WON'T BE HOME NO MORE MY LOVE FOR YOU (HAS TURNE) 2. ANNA I LOVED YOU 3. YOUR CHEATIN' HEART	Hank Williams TO HATE) Sylvana Mangano Joni James
1. I WON'T BE HOME NO MORE MY LOVE FOR YOU (HAS TURNE) 2. ANNA I LOVED YOU 3. YOUR CHEATIN' HEART	Hank Williams TO HATE) Sylvana Mangano Joni James
1. I WON'T BE HOME NO MORE MY LOVE FOR YOU (HAS TURNE) 2. ANNA I LOVED YOU 3. YOUR CHEATIN' HEART	Hank Williams TO HATE) Sylvana Mangano Joni James
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obligation to pay for the public performance right.

Updating 'Forever Exempt'

"(3) The coin machine operators state that since coin machines were exempted in 1909, they should be exempted forever, I agree that Congress should approach with great respect those legislative de-cisions of the past which were based upon principle. Congress should, however, scrutinize at reg-ular intervals, and with an open mind, legislative action which is mind, legislative action which is based upon the comparatively fleeting circumstance of current engineering or business practice. There is no reason to assume that an action which was tolcrable and correct in 1909 is necessarily correct 44 years later. I have heard conjecture as to what the Congress had in mind when this exemption was written into our state. Neither conjecture nor psychoanalysis is necessary.

In the committee report which, accompanied the Act of 1909 only one reference is made to the type of machine which is being exempted. This is a somewhat patronizing reference to the so-called 'penny parlor.' I was a small boy when the 'penny parlor' or 'penny arcade' was in operation. I have the clearest recollection that by putting a penny in a slot I could puttery be a penny parlor and hear the scratchy performance of a cylindrical record. Whatever might have been the price of art, that is what Congress had in mind when it referred to its report on the 'penny parlor.'

outworn, Paradoxical Anomaly.

"There was, and I suppose there still is, the gravest doubt as to whether that sort of performance

still is, the gravest doubt as to whether that sort of performance constituted a public performance at all. In any event, the Congress of 1909 could not have visualized the great and elaborate industry which has now spread all over our country, with many machines affording their patrons their choice of over 100 separate compositions performed through multiple loud speakers and charging 5c or 10c per performance.

"Whatever legal or economic reasons justified the 1909 exemption, they no longer exist. That exemption today is an outworn and paradoxical anomaly. It deprives the copyright proprietor of compensation to which he is entitled in principle and creates an unjustified discrimination against all other persons who give public performance for profit. An appeal that Congress ching to this ancient and fortuitous precedent is an argument against wholesome change itself.

The Price Factor

"(4) The coin machine operators fear that they will be forced to pay more than they can afford, and, that therefore, they are entitled permanently to expropriate the performance right. I will speak for the company I represent. It would clearly both be contrary to our proposite interest each will not up to the performance right.

titled permanently to expropriate the performance right. I will speak for the company I represent. It will speak for the company I represent. It would clearly both be contrary to our economic self-interest and vioorer a stool.

VARIETY

'Play Safe' Summer Radio-TV Rubs Puls Wrong Way on New Tune Plugs

Unity At Last

Los Angeles, July 21.

Hill & Range Songs, music pubbery, asked the court to appoint a receiver for Timberer Music, Inc., in which it is a 50% partner. Claim was that the partners could not agree. Next day Tim Sponcer appeared in court to make a similar request.

A quanimons agreement to

A unanimous agreement to

disagree.

lative of our principles if we sought rates of payment which would put the coin machine industry out of business or keep the coin machine industry from continuing as a profitable enterprise.

"We approach the problem of payment by coin machine operators in the same way as we have approached the problem of other industries with whom we have done business over the last 13 years. We want to be fair, we want to be fair, we want to be fair, we want to find a going price which will be compensatory without being onerous. I would find the statement of the coin machine operators that they fear they will be forced to pay too much, more impressive if it were accompanied by the recognition of an obligation to make any payment at all.

Ready to Consider Ceiling

accompanied by the recognition of an obligation to make-any payment at all.

Ready to Consider Ceiling
"If the responsible representatives of coin machine operators wish to suggest some amendment of the statute which will place a ceiling on the price that they pay, I am ready to consider a reasonable limitation with an open mind. The coin machine operators, however, have in the past suggested no compromise and recognized no obligation,"

In his closing remarks to the committee Kaye said, "The man who manufactured the coin machine gets paid, the proprietor of the place where the machine is located gets paid, indeed everybody gets paid with one startling exception—the man who furnished the music which is being performed. This is wrong in principle."

Ben B'oom's Broken Arm

Ben Bloom's nephew came through 22 months in Korean war-fare unscathed but the music pub-lisher wound up with a chipped elbow and his arm in a sling. It

Amougn there has been no noticeable letup in the number of record company releases during the hot weather days, the publishers are finding it tough to get their new product plugged. With such song showcasing outlets as radio and tele virtually shut to them during the summer months (for substitutional). and tere virtually shift to them during the summer months, the pubs are banking on the disk alone to keep the song going until the fall when they can start on an all-out plugging campaign.

The "sit tight" attitude has been forced on the pubs by the radio and tele producers who don't want to gamble on new tunes for their to gamble on new tunes for their summer programming. For the most part the programmings are playing it safe by stleking to the standards and brushing off the most of the current entries. Listening and viewing and its so reduced during the summer months that most of the pubs concede it's virtually impossible to kick off a new song via the airlanes.

the airlanes.

Some Tin Pan Alleyites have asked the diskeries to hold off releases of their tunes until the falls of that they can engage in a concentrated plugging attack. The record companies, however, are record companies, however, are sticking to their release schedule on the theory that a good disk can move out at any time of the year.

Pubs with mid-hit shellac during summer are the biggest squawkers. They contend that if the platter had been timed to a fall release, they would be able to push it into the big coin brackets via plugs on the tune on network radio and TV shows.

Ballet, R&H, Menotti For Final N.Y. Stadium Week

Stadium Concerts annual Ballet
Night next Monday (27), and Rodgers & Hammerstein Night Saturday, Aug. 1, will be features of
the final week of concerts at Lewisohn Stadium, N. Y.

Sixth week of the 1953 Stadium
season will also offer a program
of works by Glan-Carlo Menotti,
Thursday night (30):

All Tobias and Cantor Too

The Tobias cleffing clan will dominate the programming on Eddie Cantor's NBC radio show tomorrow (Thurs.). Tunes skedded for airing are out of the Charles, Harry and Henry Tobias catalog.

Maurice Lipsky Music Co., Inc., chartered to conduct a business in the manufacture of musical instru-ments in New York: Capital stock is 200 shares, no par value Schles-inger & Krinsky, N.Y., were filing

RETAIL SHEET BEST SELLERS

Survey of retail sheet music sales based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week. BMI National This Last wk. Title and Publisher Moulin Rouge (Broadcast) 96 April in Portugal (Chappell). "I'm Walking Behind You (Leeds) *I Believe (Cromwell). 413 No Other Love (Williamson) Vava Con Dios (Ardmore) ... Ruby Miller) Say You're Mine (Meridian). You, You, You (Mellin)...... Just Another Polka (Frank)... Your Cheatin' Heart (Acuff-R) "Is It Any Wonder (Midway) ... 12BCrying in the Chapel (Valley) ... 16 Limelight Theme (Bourne).....

POSITIONS

On the Upbeat

New York

Eydle Gorme, Coral Records pactee, into the Skyway Lounge, Cleveland, for 10 days. Bernice Parks begins a two-weeker at the Chase Hotel, St. Louis, July 31. Ruth Casey currently at Eddie Ascher's, Pittsburgh. Ernic Rudy orch begins a five-week stand at the Arcadia Ballroom tomorrow (Thurs.) Ray Anthony guesting on the Arthur Murray CBS-TV. show Aug. 2 Crooner Mark Stuart into Leon & Eddle's Sunday (26). Erroll Garner opens at Cafe Society Monday (27) Ford Buck, ex-Buck & Bubbles, keyboarding at Bob Olin's Restaurant Julia Webb, M-G-M Records thrush, currently at the Crescendo, LA Stan Cooper, Jefferson Music contactman, out on a deejay trek through New England Johnny Desmont's sel for two weeks at the Chicaro Theatre, Chicago, beginning Aug. 7.

Omaha

Omaha

Upcoming at Angelo's following Ella Fizgerald Friday (24) are Julia Lee, July 31; Art Tatum, Aug. 28. and Al Gardner, Oct. 8.

Anita & Rhythm Rascals into Colony Club . Ex-Horace Heidt trombonist Stanley Morse now on the evangelistle trail . Mike Riley orch began summer engagement at American Leglon Club, Fremont . Blue Barron, with Jo Ann Miller and Bob Marshal as vocalists, swung through at Oscar's Palladium, Sargent, last Friday (17, Turrpike, Lincoln, Saturday and King's, Norfolk, Sunday . Jan Garber, with Bill St. Clair and Thelma Gracen singing, were at Ook Ballroom, Schuyler, Thursday (16) and weekended at Peony Park in Omaha. Then to Scottsbluff's Terrytown Arena yesterday (Tues.)

Frank Sinatra broadcast again with the BBC Show Band last Thursday (16). Piantist Garland Wilson (who first came to Europe Upcoming at Angelo's following Ella Fi'izgerald Friday (24) are Julia Jie, July 31: Art Tatum, Aug. 23. and Al Gardner; Oct. 8. Anita & Rhythm Rascals into Colony Club. Ex-florace Heidt trombonist Stanley Morse now on the evangelishe trail. Mike Riley orch began summer engagement at American Leglon Club, Fremont. Blue Barron, with Jo. Ann Miller and Bob Marshal as socalists, swung through at Oscar's Palladium, Sargent, last Friday (17), Turnpike, Lincoln, Saturday and King's, Norfolk, Sunday. Jan Garber, with Bill St. Clair and Thelma Gracen singing, were at Oak Ballroom, Schuyler, Thursday (16) and weekended at Peony Park in Omaha. Then to Scottshluf's Terrytown Arena yesterday (Tues.)

Chicago

Ray Anthony, towing this territory over August and September, slops briefly to play Illinois State Fair, on Aug. 14, then does fortnight at Claridge Hotel, Memphis, beginning Aug. 21. Pee Wee Hunt into



SHOW ME THE

YOU NEVER WAY TO GO HOME KNOW 'TIL MONDAY

MGM11544 78 RPM K11544 45 RPM

RECORDS



701 SEVENTH AVE. NEW YORK 36, N Y

VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution **Encompassing the Three Major Outlets**

Coin Machines Retail Disks Retail Sheet Music

· as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are exclusive with VARIETY. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored two ways in the case of talent (disks, coin machines), and three ways in the case of tunes (disks coin machines, sheet music).

TALENT

This Week	Last Week	ARTIST AND LABEL	TUNE
1	1	EDDIE FISHER (Victor)	(I'm Walking Behind You) With These Hands
2	4	LES PAUL-MARY FORD (Capitol)	(Vaya Con Dios)Johnny
3	. 3	PERCY FAITH (Columbia)	Song from Moulin Rouge
0.0		PERRY COMO (Victor)	My One & Only Heart
5	5	LES BAXTER (Capitol)	(April in Portugal) Ruby
6	9	HILLTOPPERS (Dot)	(P.S. I Love You)I'd Rather Die Young
7	7	AMES BROS. (Victor)	
8	8	RICHARD HAYMAN (Mercury)	
9	6	PEE WEE HUNT (Capitol)	Oh!
10		DARRELL GLENN (Valley)	

TUNES

POSIT		(*ASCAP. †BMI)			
Week			PUBLISHER		
1		SONG FROM MOULIN ROUGE			
2	2	*I'M WALKING BEHIND YOU	Leeds		
3	5	*VAYA CON DIOS	Ardmore		
4	3	*APRIL IN PORTUGAL	Chappell		
5		*NO OTHER LOVE			
6		*RUBY	Miller		
7	-8	+YOU, YOU, YOU	Mellin		
8		†CRYING IN THE CHAPEL	Valley		
9	7	*I BELIEVE			
10	9	SAY YOU'RE MINE AGAIN	Meridian		

Inside Stuff—Music

The late Hank Williams' forthcoming M-G-M Records release, "I Won't Be Home No More," will be kicked off with a tieup between the diskery and Dell Publications. Ira Peck, editor of Dell's Who's Who in Western Stars mag, cut an intro spiel, which was taped on to the Williams' disk, telling deejays that Williams was the winner of Dell's recent country singer popularity poll. The etching will be sent to about 1,800 platter spinners.

In collaboration with RCA Victor, United Artists has put together a package of film theme music from its recently released pix for disk jockey distribution. The five tunes included in the UA platter package are "Song From Moulin Rouge," "The Moon Is Blue," "Return To Paradise," "The Melba Waltz" and "Is This The Beginning of Love?" Latter two songs are from "Melba." Tunes were cut by Henri Rene's Silver Strings orch. Package will be sent to about 500 radio stations.

Mercury's Florida Bonus

Chicago, July 21.

Sales promotion gesture of Mercury Records during the summer season offers free vacations in Miami to dealers who purchase \$1,000 worth of wax wares between July 10 and Aug. 20. Weeklong trip covers roundtrip flights hotel accommodations, daily brunch and tours.

brunch and tours.

Dealers have the option of taking the trip between Aug. 1 and Nov. 1, transferring the vacation privilege to any other member of firm or family, or accepting a 15% discount from the first dollar spent on disks offered in the plan. Other merchants who are unable to make the hefty purchase are likewise entitled to the 15% rakeoff on Mercury items this season.

Mercury items this season.

Only eastern and midwest deal-

ers are entitled to the Miami vaca-

For East-Midwest Dealers

Chicago, July 21.
Sales promotion gesture of Mericason offers free vacations in lami to dealers who purchase

Carlton, Rene to Coast

Joe Carllon, RCA Victor pop artists and repertoire topper, headed for the Coast Sunday (19) for 10 days of recording sessions. He was accompanied by Victor a&r musical director Henri Rene.



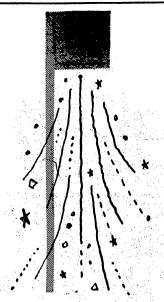
LION MUSIC CORPORATION

Gladys Shelley & Abner Silver's

Recorded by FELICIA SANDERS with PERCY FAITH's Orch.

LINCOLN MUSIC CORP. 160 Central Park South, New York Get the Enchanting Ballad

MOMMIE DEAR -and you'll have a hit Plano-vocal available EMERICK JANOSKA
(Composer of many Czech hif so
Box 17, Morris Hts. Sta.
New York 53, N. Y.





EARTHA KITT C'EST SI BON

c/w African Lullaby 20/47-5358

ONE COMING!

THE FONTANE SISTERS PLEASE PLAY OUR RECORD ### FALLING

20/47-5383







WHEN YOU GO "45"

Dicker Dorseys For MCA Stable

Negotiations are underway to move the recently formed Dorsey Bros. orch to Music Corp. of America. Band, which was reactivated in the early spring, had been booked through Tommy Dorsey's own operation, Tomdor Associates. TD had ankled MCA about three years ago to handle his own bookings, while JD had worked through General Artists Corp. until he broke up his own band to join his brother. brother.

Move will further concentrate the band biz into a virtually two-agency setup. Although TD blasted big agencies for not earning their commissions when he left. MCA, both GAC and MCA have steadily dominated the orch booking field. It's reported that the Dorseys are getting a hefty coin deal to move under the MCA aegis. The Dorseys have been racking up strong grosses on their location dates and one-niter hops. Several major labels have been dickering for the orch but no deal has yet been finalized. Jimmy is free to paet with any label but Tommy still owes Decca about 20 sides.

Starlight Nails Steve Allen's 'Grimm Tales for Hep Kids

Steve Allen's "Grimm Fairy Tales For Hop Kids" has been picked up by Starlight Songs, Ray Anthony's music firm. "Tales," originally weitten by Allen as a mag piece, was cut by Coral Records with Al (Jazzbo) Collins, narrating and Lou Stein supplying piano accomp.

In less than two weeks on the market, Coral has shipped more than 45,000 disks. United Productions of America is currently dickering for the film cartoon rights to "Tales."



RETAIL DISK BEST SELLERS

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FIVE TOP ALBUMS

ME & JULIET Broadway Cast Victor OC 1012 EOC 1012 LOC 1012 EOA 458

CAN-CAN **Broadway Cast** Capitol S 452 EDM 452

Broadway Cost Decca DL 9010 DA 937 9-391

ONLY Jackie Gleason Capitol II-352

WONDERFUL TOWN MUSIC FOR LOVERS VICTOR PRESENTS EARTHA KITT Victor EPB 3062 LPM 3062

> 24 years ago, crowds of 7,000 attended each concert," Mann said. "We now average 20,000 a concert. When improvements are made to the Dell there are all sorts of things for which it could be used, such as school concerts and outdoor sunrise services."

The 22 concerts this year are

Omaha Organist Piper Cues in '3 Blind Mice' At Ballpark Rhubarbs

Omaha, July 21.
Warren Piper, Omaha organist
who has made the nitery swing
and now likes to stick close to
home, has his ideal setup playing
at Omaha Cardinal baseball games.

at Omaha Cardinal baseball games.
Piper, who for many years played at Omaha's hockey games, knows his sports and can come in with a proper ditty on a second's notice. If Omaha players are feuding with umps, Piper plays "Three Blind Mice." If opposition is beefing, he turns to "Feudin', Fighting and Fussin'" or something else appropriate. appropriate.

appropriate.

His addition hasn't helped Omaha much at the b.o., apparently, but he adds novelty and entertainment which doesn't hurt as the Omaha team gets its lumps.

Piper plays from top of stands back of home plate and tone curies well throughout park

ries well throughout park

Irene Gallagher 'Leaves' Chappell, Stays on Books

In a periodic hassle with Chappell Music topper Max Dreyfus, Irene Gallagher, his longtime aide exited the firm last week. She had been associated with Dreyfus for close to 40 years. She similarly "left" the company on previous occasions. occasions

occasions.

Miss Gallagher, who's been ill for the past couple of weeks, is understood being kept on the Chappell payroll.

Allied Inks Jimmy Joyce

Crooner Jimmy Joyce has been inked to a longterm pact by the indie Allied label. His initial release, out this week, is the tille tune from Universal-International's forthcoming pic, "The Man From The Alamo."

Joyce is a featured vocalist with the Alvino Rey orch.



Recorded by **EDDIE** FISHER

and JOHNNIE RAY BEN BLOOM MUSIC CO. 1619 Broadway, New York

WANTED ASCAP melody writer Box 71553, Variety

154 W. 46th St., New York 36, N.Y.

Another BMI "Pin Up" Hit CRYING IN THE CHAPEL Darrell Glenn-Valley; Art Lund-Coral; Rex Allen-Dec.; June Valli-Vic.; Ella Fitzgerald-Dec.; J. T. Adams & The Men of Texas—Republic; The Orioles-Jubilee; Wesley Tuttle-Cap. Published by VALLEY PUBLISHERS, INC.

Pinza Sets Record Draw For Philly Dell Concert

For Philly Dell Concert

Philadelphia, July 21.

The largest crowd in the history of Robin Hood Dell concerts listened to Ezio Pinza last Thursday evening (16). Basso drew cheers from a teeming, enthusiastic crowd of 24,000. Crowd surpassed a record set the week previous by balcrina Alicia Markova and her partner, Oleg Tupine.

At the Pinza concert Fredric R. Mann, Dell president, announced that he was asking the City Planning Commission and the City Council for money to build a new Dell or improve the present outdoor amplitheatre. Among the improvements would be a covering for the audience.

"When the Dell was first built



GA America's Fastest - Selling - Records!



HER NEW RELEASE SELECTED AS VARIETY'S BEST BET

"TILL THEY'VE ALL GONE HOME"

backed by "I'll Always Be Thinking of You" Accompaniment Directed by Roland Shaw (London) 1353 and 45-1353

"Joan Regan who is debuting in the U. S. market in this London platter should move right into the top brackets with her slice of 'Till They've All Gone Home'. Adult lyrics set against a charming waltz melody excellently showcases her warm yocal rechnique.' A spinning natural on all levels. She does a good job on the bottom . ."



Catskill B.O. Up, Talent Coin at Par; **Record Heat Keeps 'Em in the Hills**

Although business in the Catskill
Mountain sectors has been at its highest level in several seasons, talent expenditures are about the
From Twin Cities

Mountain sectors has been at its highest level in several seasons, talent expenditures are about the same as in previous years. There have been some slight increases in budgets at various spots, however. The mountain hotel business is so strong that many inns aren't accenting weekend reservations. Prospective guests are told that they might take a chance on coming up, but accommodations cannot be guaranteed. Many spots that had been running at considerably less than capacity last season are virtually filled this year.

One of the major reasons for the upped business, is the record heat spell which has driven many who hadn't contemplated any protracted stay in the hills to continue vacationing. N. Y. nabe merchants complain that business is worse this summer than in any other dog stretch in recent years, more customers being away this season.

However, there is one gloomy aspect to the current season that will cost hoteliers a healthy piece of change. Labor Day and the Jewish holydays fall during the same week. That span will be plenty busy since many, by taking two days off, can have an additional week's vacation. Labor Day, falling on a Monday, and the holydays starting Wednesday at sundown will force two weeks of business to be concentrated in one week.

AGVA Delays Departure Of Water Show to Italy Till 3½G Bond Is Posted

Till 32G Bond Is Posted

Departure of a watershow slated for work in Italy was held up last week by the American Guild of Variety Artists while the union and the U. S. State Dept. conferred on advisability of permitting the troupe to leave the U. S. until a bond covering return fare was put in escrow with the union. Bond of \$3,500 was posted and troupe was permitted to take off.

Show, put together by swimmer Frank Foster for a series of dates by Italian promoter Luigi Ivalde, was produced by Noel Sherman, who was put on AGVA's unfair list some time ago for failure to South America. Union at that time put up \$4,000 with the State Dept., which got the show back to the States.

AGVA therefore, upon failure to get a bond from Foster, got in touch with the State Dept, which in turn got Foster to put up \$3.500 with the union to cover return

500 with the union to cover return fares.

Another concession that the union was able to get, with okay from the State Dept., was an order to Ivalde to pay the last week's salary of the Lavernes, an Apache act, directly to the union. This was done to cover a \$500 fine clamped on this turn by the Los Angeles branch for working at the Silver Frolics, Chicago, which has been on AGVA's untair list. Act had previously stated it would appeal the fine, but union rules demand that the amount of the fine be posted pending the rehearing. This hadn't beeff done as yet, and therefore AGVA reps told the State Dept. officials that it wouldn't be responsible for the return of this act because of its unfair status. A compromise was reached which called for the payment of the last week's salary to the union.

Gus Lampe Revamping Shows at Fla. Roney

Gus Lampe, in charge of talent operations for the Schine theatres and hotels, has gone to the Roney Plaza, Miami Beach to supervise shows at that spot, Lampe will revamp layouts at that hotel.

Lampe for the past few weeks had been at the Ambassador Hotel, Los Angeles, also a Schine spot, where he supervised bookings.

Vic Jarmel's GAC Return

Vic Jarmel, who left General Artists Corp. about a year ago, re-turned to that organization last week. He'll work in the act department

Between his stands at GAC Jarmel was road manager with the Artie Shaw band.

From Twin Cities' Op

From Twin Cities' Op

Minneapolis, July 14.

Harold F. McEvoy, owner of the
Twin Cities' Tugboat Annie's
nitery, whose establishment, was
seized by the U. S. Government for
nonpayment of \$115,588.45 taxes
plus charges, faces more grief.

Gladyce L. Olson, employed at
the cafe as a checkroom girl and
hostess, has named him a defendant in damage suits totaling \$65,000 because, she alleges, McEvoy
one night last April made an unprovoked attack upon her and
pushed her through a glass door.
One of the injuries sustained left
a permanent scar, she claims.
The Government, after shuttering Tugboat Annie's, auctioned off
the furnishings and supplies. The
\$4,690 realized will be applied to
what McEvoy allegedly owes. A
Butte, Mont., nitery owner was the
purchaser.

Auction Set For Saratoga's Piping Rock

Saratoga Spgs., N. Y., July 21.
Piping Rock, Saratoga's swankiest
hightclub in the days when the
eards turned high, but closed since nightclub in the days when the cards turned high, but closed since 1950, will be auctioned July 30 for unpaid income tax and interest amounting to \$1,058,000. Riley J. Ratterree, district director of Internal Revenue, disclosed at Albany, that the former owner, Flat Rock Holding Co., has been notified of the sale and that legal notices had been posted.

The Federal Government has held a lien since December; 1951, on the property for the amount stated. Its market value is estimated to be somewhere between \$90,000 and \$100,000.

Piping Rock, where Joe E. Lewis, Sophie Tucker, Morton Downey, Hildegarde and other toppers appeared, with name bands; during the racing season, was mentioned as a gambling casino in the recent special investigation ordered by Gov. Thomas F. Dewey into gambling and corruption in Saratoga County.

bling and corruption in Saratoga County.

The auction will be held at the

County.

The auction will be held at the club on Union Ave, three miles outside Saratoga Springs, at 10 a.m. Included in the sale will be approximately 135 acres of land; the large stuccoed restaurant and entertainment building, with a dance-floor and dining room seating 400; a rear structure which was the casino; another building formerly a residence for employees, and several other small buildings. Equipment and furnishings are also to be auctioned, bids being by lot and on an overall basis, whichever is higher.

Auctioning of Piping Rock, coupled with the permanent darkening of several other top night spots on the rim of the city and the demolition of the Grand Union Hotel, in the heart of the Spa, mark the swan song of an era in which gambling outside the racetrack matched that in the Union Ave. enclosure, and Saratoga was synonymous the world over with glittering high life. Now, the city's lure rests on August racing, with pari-mutuel wagering, and baths and mineral waters.

AILING EDITH PIAF

Gale Storm Up \$1,500

Las Vegas, July 21.
Gale Storm, currently at the Thunderbird here, has been inked for a repeat booking, starting Feb.

18. Stand will be for three weeks, as is the current engagement.

Miss Storm was booked here originally at \$7,500 per week. She will return at \$9,000.

AGVA's Indirect Warning to Acts On Picket Crossing

The American Guild of Variety Artists, has sent a letter to all agencies reminding them that acts are not permitted to cross valid picket lines. This regulation, acare not permitted to cross valid picket lines. This regulation, according to AGVA spokesmen, has been on the union's books since 1941, and it's being enforced in connection with the Hotel & Restaurant Employees Union strike at Grossingon's, Ferndale, and the Concord, Kiamesha Lake, N. Y.

Grossinge's. Ferndale, and the Corcord, Kiamesha Lake, N. Y.
The catery union is seeking recognition in both spots and has enlisted AGVA's aid in this attempt. AGVA recently passed a resolution supporting the hotel union's aims, but picket lines have been crossed regularly by the performers working those spots.

AGVA will take disciplinary action against these acts, punishment to be determined by the N. Y. branch's executive board.

Union hasn't told the acts directly not to cross the picket lines, probably taking the view that it doesn't want to brush with the Taft-Hartley Act which forbids a secondary boycott. However, it was explained by a union spokesman, that similar laws have been on the books of virtually every trade union.

Cost Him 16 1/2 G in 1952, Bertera Sells Vogue For 100G, Eyes Downtown Pitt

Pittsburgh, July 21.

John Bertera, who took over the lease on Vogue Terrace a year and a half ago, has just sold the 1.200-seat theatre restaurant in East McKeesport for \$100,000. Buying group is headed by Jerry Donovan, until recently auditor for Andy Chakeras' nitery-restaurant-bar concessions at Greater Pittsburgh Airport. New owners take over first of August.

Chakeras had the Vogue Terrace for several years before peddling it to Bertera early in 1952, when Chakeras landed the Airport contracts. At that time, purchase price was reported to have been \$16,500, and Bertera's success since then has been phenomenal. He's reported to have made \$100,000 since assuming the operation. It's understood Bertera has his eye on a big nitery closer to downtown Pittsburgh.

Guy Mitchell Ovationed In Return to Palladium

In Keturn to Falladium
London, July 21.

Guy Mitchell capped his success of last year at the Palladium yesterday (Mon.) hitting a resounding ovation with a succession of his record hits. He was forced to beg off after a well-routined songfest which hit a higher applause level than his previous stint here. Mitchell's routine reveals a higher polish than he had during his previous engagement here. He has a heightened sense of showmanship and he has added a few terphits which dovetail nicely into his routine.

Rolly Rolls, also in a return en-

Edith Piaf will not play the Versailles, N. Y., this season. Gallic chanteuse has been ailing and consequently will stay in France for the time being. Miss Piaf has notified the Lew & Leslie Grade Agency of her decision, and percentery in turn relayed the info to the nitery.

Miss Piaf was slated to open at the Versailles Sept. 17 for 12 weeks. Nitery's plans for a replacement haven't yet been formulated. Biz at the spot is still strong with the George White revue, "Nice to See You."

See Henie-Wirtz Partnership Reprise On 30-Week Deal, Stabilizing Ice Field

Use of Council Bluffs Track Ups Ringling Fee

Ringling Bros. and Barnum & Balley will pay a surprise visit at Playland Park in Council Bluffs while enroute to the Coast, Aug. 23,

Aug. 23.

Playland's parking space is the only available spot in the Omaha area for the circus, and the fact it will come in on a Sunday will cost the show \$700 more than any other

Because he will have to cancel his stock car races that night to use the track for a parking area Playland boss Abe Sluskey hiked the usual Ringling fee from \$300 to \$1,000 for the date.

Cleve. Cafe Quits Aug. 1 After 3d

Another mysterious bombing of the Towne Casino—the third one the Towne Casho-die third one to hit it in the last five months-caused so much damage and such a front-paged furor that its fright-ened operators decided to throw in the sponge.

in the sponge.

Edward Helstein and Jack Rogoff, owners of the black-and-white litterbug joint, announced they were folding it Aug. 1. That decision came in a hurry after they had heated conferences with police and the frate landlord of building which had 10 doctors of fices on second floor wrecked last Wednesday (15) by explosion. By mutual agreement; they cancelled the lease, which had 15 more months to go, at a rental of \$750 per month.

Planted upstairs early morning when only a night watchman was on the scene, the three sticks of dynamite ripped a big hole in the dynamite ripped a big hole in the club's ceiling. It also tore up floors, walls and broke 200 windows in the neighborhood, which has been rocking with bitter controversies ever since the Towne Casino installed Harlem entertainment for a mixed clientele. A former operator, Ted Meclau, the first to try sepia shows at this hotspot, hastily sold it after the No. 1 iron pineapple chewed its entrance to pieces.

pieces.

Racial prejudice by unknown parties was blumed by John Drew the room's manager, for the attacks on it. All the bombings came at various times when the current management was bringing in new name colored bands or changing its floorshow policy. Last dynamiting, May 29, not only damaged the roof to the tune of \$1,000 but shook up 60 customers at the bar;

No. 3 blast came simultaneously

but shook up 60 customers at the bar.

No. 3 blast came simultaneously with the opening of Eddy Lee's troupe of white female impersonators, a switch from the spot's previous policy of dark-skinned acts. Despite the gaping hole in the ceiling and homb-scarred walls, Lee's limp-wrist laddies lived up to the show-must-go-on tradition for three following nights, but swished very nervously. Most of the 15 femimps, in fact, looked obviously relieved when they were paid off last Saturday (18) by Helstein and Rogoff.

Owners said they were also dropping one of the two sepla jazz bands and would merely mark time until the Aug. 1 shuttering. Business at the Towne Casino has ranged from 'sluggish to ng. for several months, according to neighborhood observers, as a result of the previous dynamiting which scared many potential 'customers away.

7 OAKS GOES PFC

San Antonio, July 21.
Col. B. F. Chadwick, owner and operator of Club Sevenoaks here, has announced that the spot will be closed to the public after July 31.

It then becomes a class private country club.

A resumption of partnership between Arthur M. Wirtz and Sonja Henie is now in the wind. It has been learned that the Chicago ice show producer and arena operator has offered Miss Henie a 30 week deal which if concluded would nost likely start in the fall.

nost nigety start in the 140.

So far, there's been no definite turndown, it's reported, but it's believed that Miss Henie would have several angles to consider before giving a final okay.

giving a final okay.

One of the major problems is the length of the proposed four. In the past Miss Henle, has always balked at the marathon jaunts, but during the last two years, when she had been touring her own show, many felt that she would be glad to get dates that would guarantee her that length of time.

we. Cafe Quits

We. Cafe Quits

No. 1 After 3d

Bias Bombing

Cleveland, July 21

Clev

field would be reduced to four major companies, other three being "Ice Capades," "fee Follies" and "Holiday on Ice." "Capades," produced by John H. Harris of Pittsburgh and routed by the Arena Managers Assn., has a second company, "Ice Cycles." "Holidays" sister company is "Ice Vogues."

Unitil Miss Henie started in the field the other troupes had carefully spaced themselves so that they wouldn't bump into each other on the road. They played the same cities only after a respectable interval had elapsed. Consequently, the ice field had been one of the best regulated in show business.

the fee field had been one of the best regulated in show business. That's been changed somewhat since last year and there have been some invasions into what has been regarded as the domain of other shows. With fewer compaines, the "gentlemen's agreements" may be resumed.

GI Work Interferes With His Cafe, So U.S. Wins Out

His Cafe, So U.S. Wins Out

New Orleans, July 21.

The lowner of a French Quarter nitery; surrendered his liquor license Thursday (16) because he can't run things properly, he said, while serving in the Armed Forces.

The spot is the El Morocco Club, owned by Frank B. Spinato. He was charged in an affidavit before the state board of tax appeals with permitting B-drinking by women entertainers.

Spinato sent word through his attorney that he was surrendering his license. He said he was in the service last December when the offense on which—the—charge—is based was committed. He is still in the service.

Vegas' New Year's

ending, close to \$700,000 will have been shelled out for a month's casino bait along the rialto. Meanwhile, each hotel benefits from the heavy traffic, and no amount of blazing desert heat—and higher formerly held by the Mily. Bros. humidity this July, incidentally—will stop hordes of suckers from making their appointed—or disappointed—rounds.

Hutton's Desert Sope

Ilutton's Desert Song

With astounding force, the Betty Hutton blockbuster reopened the Painted Desert Room of Wilbur Clark's Desert Inn, after four weeks of the al fresco "Aqua Fair." Miss Hutton's first cafe date in 13 Years became an immediate click as the indefatigable thrush vibrated all over the place with her sock showmanship. Surrounding the Hutton tour de terrif is one of the most interesting and lavish production creations ever viewed on the resort hotel belt. With astounding force, the Betty



formerly held by the Mills Bros.

(Miss Hutton collapsed yesterday (Mon.) a few hours before she was slated to appear in the Desert Inn show. Medicos stated she was suffering from exhauston.).

With an experimental dash producer Hal Braudis flings newcomer Norman Brooks into headline spot with Henny Youngman adding his witticisms to the general proceedings.

Shriner's SRO

Herb Shriner's rise to the up-per echelon of TV's comedy divi-sion has been a noteworthy show biz element of the past, season. With this Last Frontier fortnight TERRI STEVENS

This Vocal Venus Thrilled All with Her Board Supper Cuts of the Gord Charm, John Mills Venus Currently

Bolero Sylic Are, New Yerk Bayside 4-0910

Herb Shriner's rise to the upper echelon of TV's comedy divisors has been a noteworthy show biz element of the past, season. With this Last Frontier fortnight be will undoubtedly prove his claim for ascendancy into cafe, dom's biguine as well. Probably surrounded by the stiffest competition in his nitery career, Shriner dom's higher as well. Probably surrounded by the stiffest competition in his nitery career, Shriner domes through by filling the Ramona Room to capacity for his first week. In the era of voluble standup comedians, Shriner dares to be different with his solto voce delivery of yarns about Indian smalltown life and mores. His shambling-gaited entrance, prief pause while gazing at the floor and followed by simple greeting. "Itello," are enough to bring forth a big yock. From this amazing underplayed intro, he drawlis funny anecdotes containing snappers, puffs his harmonica to "Hora Staccato," a foot-tapping "Czardas," and builds laughs into applause, capping with classic Army routine for begoff.

Prior to the Shriner turn, tablers receive a tremendous lift from the dynamic Mary Kaye Trio. Rocketing from in-the-dark opening measures of "Lonesome Road" theme through tunes well spaced for comedy or serioso effect, act stops the show. Mary, but here the past of the past season.

BOLERO-WILDWOOD, New Jersey STAR MANAGEMENT BAYING 4-0910

Ross via Louis Armstrong impresh of gravelly pipes, toy trumpet, with a Billy Daniels after-romp; Norman's off-key "Begin the Beguine," and combined jubilee styled "Some of These Days." Sues bats lines for yocks, but the Further rhythmic impact comes from Mary's guitar accomping and the Ross stabs on drums and active the results of the styled that the Ross stabs on drums and accordion.

Estelle Sloan provides a bright prime with mercurial tapistry, dishing up multi-cleating "Cecelia" novel "Ball Game," Irish jig, and Israeli folk dance. Jean Devlyn Dancers frolic in amusing "French Poodle" opener, spottinsg Dickie Lerner as clown, and solo "poodles" Joy Walker and Dolores Frazzini tricking with acro flips. Closing "Mambo" has applause-teasing strobelit moments, and backing the entire shebang is Skinnay Ennis with a fine showband, plus smooth know-how of introing various rounds.

A Red For a Shim dishing up multi-cleating "Cece-

A Red For a Shim

A Red For a Shim
After booking Christine Jorgensen sight unseen into the Sahara for July 14 semester, some of the hotel's exec cased the shim's L. A. Orpheum travelog, decided that the act was for the birds and started cancellation procedures. While the Sahara to Bill Miller to Charlie Yates to Christine rickering was going on, a top name was being sought to fill the frames. Agents brought up many lists, but Red Skelton was given the woo while on a week's respite in Vegas. Anna Maria Alberghetti had been pencilled in earlier, so when Skel-Anna Maria Alberghetti nau been pencilled in earlier, so when Skelton inked his signature on the contract for \$25,000 per, the expensive double bill became a formidable contender during the town's most glittering talent array in history. history.

most. gittering teach.

Even before Big Red and the demure Miss Alberghetti opened last week (14), the rush for tables presaged a sellout for entire run. While not in top form for his nitery debut, with nerves and some musty material blocking a socko performance. Skelton began to roll after the third night (see New Acts). Where at first he rambled far into the cornfield or limped out of his character sketches, the clown of pix, AM & TV finally found his usual leaping pace, a more suitable procession of gags; and better payoffs.

Miss Alberghetti, the 17-year-

gags, and better payoffs.

Miss Alberghetti, the 17-yearold coloratura stepping into her
first nitery berth, found a warm
and attentive audience cheering
her songware and became a showstopper (see New Acts). Producer
George Moro added the Christobels, three males, two femmes, for
quickie flash adagio starter. Attired as felines, unit spends a little too much time clawing around
in character, but begin to bid for
salvos, after getting into real action. Windup skiprope, with small,
lithe gal being whirled around by
two males and third guy making
the jumps, receives hig mitts.

Sa-Harem Dancers have fun

Sa-Hare receives in mitts.

Sa-Harem Dancers have fun during opening by kidding a typical strip routine. Wardrobe and strohlighting touch lend extra-fancy flavor to bump & grind whimsics. Cee Davidson, in podium position, draws solid back-stopping from his orchsters.

Berle. Damone. Etc.

Berle, Damone, Etc.
Simultaneously bidding for 100% attention on Wednesday, the Sands, with Milton Berle & Co., and El Rancho Vegas, toplining Vic Damone, chalked up SRO. So riotous was the Sands' Copa Room opening that tablers were howling and applauding after more than 90 minutes of aisle rolling and Berle's second begoff. The parade of acts led on by Uncle Miltte-Fleet-woods, Betty George, Leonard Sues, Kentucky, Mountaineers, Sid Gary — all receive the usual Sues, Kentucky Mountainers, Sues, Gary — all receive the usual Berlesk treatment — the infinite breakups or participation gismos. First, by spreading a barrage of jokes, some borrowed some new, Berle has check-grabbers gasping

A special bleat set to "Manhattan Tower" measures, into his theme, "Near You," pulls cheers ending his first term, but after the Fleetwood foursome cleat into some neat stepwork, he's in the act to grab salvos for a leggy "Charleston," With stunning oriole Betty George, who makes her big impression with "Mamle Is Mimi,"

tempts a solo flight, heckled all

tempts a solo flight, heckled all the way.

Never could the cathode tube rightly show the ribtickling Kentucky Mountaineers in all their backwoodsy glofy as this in-person revelation. The yodels by Emmy Lou, coupled with her deadpan expression, and duet with Berle as "Cuzzin Elmer" in grotesque costume and makeup are terrif highlight. Rounding into the home stretch, Gary takes over after the Mountaineers' bleating to hit with faves "Without a Song" and "Old Man River" for peak plaudits Socko "Minstrel" finale begins with Berle's minicry of George Jessel, then application of Stepping Out With My Baby," backed by legmania of Fleetwoods, also in blackface, Hullabaloo following this climax to one of the Strip's greatest shows in all its 12-year parade of dazzlers is thunderous. of dazzlers is thunderous.

est shows in all its 12-year parade of dazzlers is thunderous.

If the hurly-Berley at the Sands ticked off more than the usual hour or so allotted for other than casino amusement, El Rancho Vegas won extra moments for its various games of skill and chance when Vic Damone wrapped up the show after 45 minutes of running time. He has put together a batch of w.k. evergreens for return trip to this spa after his Army stint, reserving a replica of recently waxed Mercury disk, "April in Portugal," for the only current hit ballad. Standout tunes are "September Song," "Get Out of Town," "Where or When," and closing fervor-song described as "requested more times than any other while singing for GIs in Germany," the wringer, "You'll Never Walk Alone." Damone's piano accomperfurnishing excellent assists is his buddy from service, ex-Sgt. Bert Bacharach. buddy from service, ex-Sgt. Bert Bacharach.

Mr. & Mrs. Terp

Mr. & Mrs. Terp

Bambi Linn & Rod Alexander whirl their choreo cavalcade into descriptive movements, They terp a parade from two-a-day into "Hollywood Musical Extravaganza," "Broadway Story Ballet," advancing onward to TV—which brings back the old two-s-day hoofing style Poetic feeling is limned in "Younger Than Springtime" and the ubiquitous "Mambo No. 5" receives another go-round, but in different fashion, as pair devise smooth variations for the jumpy theme. Receive hefty palms for each exhibit and extra kudos on closing bows.

Instead of usual line of dolls, Instead of usual line of dolls, producer Tom Douglas tries something different in booking the Johnny Conrad Dancers to supplant with solid terp ideas. Supple leader is good, and his seven well-trained femmes dart through stylized modernities of an Afro-Cuban sortie. Whether the tribe of regulars will go for the more cultural approach to amusement, or still prefer a plethora of butterfly-eyelashed cuties tripping around in cleavaged drapery is up for decision, Bob Ellis has added three-violins to his 10 AFMers, giving a violins to his 10 AFMers, giving a lush sound for Damone purrings.

The Spike Jones "Insanities of '54" has brought big action into the gaming sector and large dining room of the Flamingo. The dour, gum-chewing, whacker of sundry metallic objects has led his City Slickers and assorted acts through month of tremendous biz. Celebrating the 10th anni of the crew during this Vegas preem of "Insanities," Jones has put to-gether his best package to date. Berle has check-graphers gasping in no time. He becomes frank about lifting material from other comics: "I saw Red Skelton's opening last night at the Sahara. Great just great that's all. Skelton said some of the funniest things you'll ever hear tonight."

A special blest set to "Manhat."

Alsonett Chain Buys Memph Peabody for \$8,000,000

Memphis, July 21. Hotel Peabody, one of the south's Hotel Peabody, one of the south's famed landmarks, was sold last week to the Alsonett Hotel chain for nearly \$8,000,000. Peabody books name bands weekly for sit-down stints in both the Skyway and swank Plantation Roof throughout the year. Hal McIntyre is currently appearing on the Roof.

Charles H Albarding, proving

Charles H. Alberding, prexy of the big Alsonett chain, was here to ink the deal with the Peabody group. The chain also owns and operates the King Cotton Holel here. Frank R. Schutt, prexy of the Peabody, represented the Memphis group.

Alsonett's current headquarters are stationed in Tulsa but full operations will probably be shifted to the Peabody. No changes are contemplated in cafe and name orch policy.

JAY MARSHALL



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Marjorie Ellis McCrady Director of Public Relations

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Fall Closing of N.J. Riviera to Spice N.Y. Vs. Fla. Joust for Winter Names

Riviera, Ft. Lee, N. J., in October will make the New York area cafe industry even more of a closed corporation than it now is. Mass biz in N. Y. is currently confined to the Latin Quarter, Copacabana, and in season the Riviera. With the evaporation of the Riviera, the undercover talent wars between that nitery and the Copa will dis-

appear.
Talent agencies will no longer be able to pit the Copa against the Riviera as has been done in the past. To equalize the competition. Copa boniface Jules Podell recently instituted a two-shows-nightly policy as against the three that previously prevailed. He was thus able to get Danny Thomas away from the Riviera by that maneuver.

In the name field, the Copa will be virtually the sole outlet. Lou

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BLACK DUNDEE (Beauty and



waners at the Latin Quarter uses names only occasionally, to bolster a long-running show. Walters has Sophie Tucker coming in Oct. 12 for four weeks and then goes into a new edition which will have a batch of imports.

batch of imports.

The talent agencies, however, will be able to pit N. Y. spots against. Florida during the winter season. The reopening of the Beachcomber, Miami Beach, may provide the peg for the competition. Although the talent needs of the forthcoming Florida season cannot be estimated at this time, it will still be a good competition peg. However, the agencies and the nightclub owners know that a N. Y. showcasing is highly necessary. Even established names must play a Gotham spot to provide a peg for national publicity, with video shows aiding in the buildup.

TEXAS' 1ST SEARCH FOR NEGRO TALENT

Dallas, July 21.

Dallas, July 21.
The first statewide talent search
for Negroes is being planned here
as a highlight of Negro Achievement Day at the 1953 State Fair
of Texas on Oct. 19 Winner will
be sent to New York for appearances at the Apollo Theatre in
Harlem and for possible TV auditions.

The search will be conducted with the cooperation of 51 theatres in 26 Texas cities.

Jehovah's Witnesses

= Continued from page 1 =

city, the JW expenditures meant a terrific bonanza for the N. Y oteliers.

terrific bonanza for the N. Y hoteliers.

Bulk of the Witnesses, other than those who spent the night at hotels or in private homes, were housed in a temporary tent city at New Market, N. J. They set up their own cafeterias, supermarkets, dug their own water supply and solved their own sanitation and sewage problems. Their conclave at the Yankee Stadium on Sunday (19) was better attended than, a World Series game. It drew an estimated 75,000.

What's more, the Witnesses didn't demand much in the way of policing. Aside from a few traffic cops around the Yankee Stadium the Witnesses could be trusted anywhere. One JW spokesman declared that each delegate is under obligation to the Lord to conduct himself properly. During the Shriners' and other conventions, police sometimes have to look the other way, but in the case of the Witnesses, they even aided the police to apprehend themselves.

One delegate who wanted to mail a letter unwittingly broke

One delegate who wanted to mail a letter unwittingly broke into a fire box. He realized his mistake and waited until the fire engines came. He was fined \$50 in Bronx Magistrates Court.

in Bronx Magistrates Court.

The Witnesses spent considerable coin on the lower priced anusements. The yap-wagons did a thriving business, film houses did some and department stores got a tremendous amount of additional coin. One thing is certain, there were never so many children at any convention ever held in New York. The kids were evident everywhere, and the adults' behavior measured up to that of any family head who had the children with him.

LOU FOLDS

MAGICAL JUGGLER

Starring

LATIN QUARTER, Boston

ANGELO'S VS. 7 SEAS IN OMAHA JOUSTING

VARIETY

Omaha, July 21.

Best local nitery competition of summer looms this week.

Angelo's will bring in Ella Fitzgerald July 24, day after she closes two-week stint at the Chicago Theatre.

Don Hammond of Seven Seas will counter with Lucille & Eddie Roberts, top magicos, same dates. Hammond hopes \$1 cover An-gelo's will ask will send most

nitery fans his way.

Vaude, Cafe Dates,

Chicago

Chicago

Felicia Sanders booked for six weeks at Black Orchid beginning Aug. 18. Les Paul & Mary Ford open Chicago Theatre for two stanzas. Aug. 7, playing Illinois State Fair Aug. 22. Manny Opper bows into Dort Bowl, Flint, Mich., July 28 for indef engagement. Jack Richards and Marksmen into Crest Lounge, Detroit, July 28 for four frames, following with four more at Chanute AFB, Ill., beginning Aug. 25. Furnessa Bros. play Rossinian Hotel, Denver, Aug. 14 for three stanzas. Beverly Hudson takes over Henry Grady Hotel, Atlanta, Aug. 13 for fortnight. Harmonicats repeating at Michigan State Fair, Detroit, Sept. 4-13. Norm Dygon opens Jaguar Club, Indianapolis, July 27 for single frame. Dominoes, Gene Krupa Trio, and Louis Armstrong booked for Michigan State Fair for week beginning Sept. 4. Ted Lewis into Lake Club. Springfield, today (Wed.) for single stanza, followed by Mills Bros. July 31 and Margaret Whiting, Aug. 14. Ronalds Bros. taking a month vacation from their long engagement at Cairo Supper Club and return Sept. 16 for another indef run.

London

London
Chris Cross doubling from London Palladium in Savoy Hotel nitery with Betty Luster following him in for the next fortnight.
The Three Madamoiselles after four weeks at the Colony & Astor opened yesterday (Mon.) at the Pigalle restaurant for indefinite run. The Deep River Boys besides string of dates for Moss Empires, opening Palace, Manchester, Aug. 10, go into the Colony & Astor month of November.
Page & Bray play return date at the Savoy entire month of August, after which they open at the Bai Tabarin for 'eight weeks. Lew Grade has booked Georgia Gibbs for one-night at the Sporting Club, Monte Carlo, Aug. 7, to look her over as a West End nitery prospect.

Philadelphia

Philadelphia

Jimmy Burryll held over for two more weeks at Warwick Hotel.

Bill Layne and Don Hines headlining Club Shaguire bill which reopened after a brief vacation.

Cathy Allen is the singing feature at Charlie Ventura's Open House which has resumed its weekend shows . . . Singer Bob Petti will play 10 weeks at the Hurricane Room in Wildwood, N. J., this summer, marking his third season at the spot . Dottie Blaine and Florence Wells are now dividing piano chores at the Sans Souci, which remains open all summer . Big Bill's reopened after a facelifting . Billy Hey, the Saxony pianist, will play out the summer at Merlin's Bar in Allantic City . Tommy Dennis at the Cambridge Club is being groomed for a five-week TV show.

New York

Buddy Lester and Judy Johnson paired for the Beverly Hills Country Club, Newport, Ky, starting July 24. Vic Damone signed for the Chez Paree, Montreal, Oct. 5. Plnky Lee into the Mapos, Reno, Aug. 27. Lenny Kent tapped for the Sans Souci, Miami Beach, Aug. 7. Chandra Kaly Dancers terping at the Mt. Royal, Montreal, July 27.

Dandridge in Rio

Hollywood, July 21.

Hollywood, July 21.

The Brazilian government, anxious to line up U. S. name talent for the impending visit of Dr. Milton Eisenhower, brother and special emissary of President Eisenhower, turned booking agent last week and set Dorothy Dandridge for a stand at the Copacabana Palace in Rio de Janeiro.

Thytis pagend there Friday (17)

Thrush opened there Friday (17)

Soph's Golden Jubilee

on the extremely busy Saturday nights. That policy will be a permanent clause in all contracts written by the William Morris Agency for her—a maximum of two shows nightly. Yet at the 500 last Saturday (18) she was preparing to go home at 2:30 a.m. (meaning Sunday) when a full house of freshly admitted patrons were in the room. Soph took a look at the crowd and told operator Paul (Skinny) D'Amato she was going on. Consequently, there's liable to be plenty exceptions to that rule, though a boniface better not count on them.

Life Is full of Latins

From the Latin Quarter, she goes to the Latin Quarter, Boston, and over to Miami Beach where she'll work until March 15.

After that her schedule calls for the Chase, St. Louis; Baker, Dallas; Roosevelt, New Orleans, and the Chez Paree, Chicago, At future dates she'll work on the Coast.

Life Is full of Latins

From the Latin Quarter, she goes to the Latin Casino, Philadelphia, thence to the Latin Quarter, Boston, and over to Miami Beach where she'll work until March 15. After that her schedule calls for the Chase, St. Louis; Baker, Dallas; Roosevelt, New Orleans, and the Chez Paree, Chicago. At future dates she'll work on the Coast, and will play Ciro's, Hollywood, and the El Rancho, Las Vegas.

Soph who was brought up in

and the El Rancho, Las Vegas.

Soph, who was brought up in vaudeville and musical comedy, is likely to stick to cafe from here on in. She has been asked to play the Palace Theatre, N. Y., but declined on the premise that she doesn't have on act for that house. She says what she's doing is strictly for cafes "where they know me and know what to exect of me. If I did that act in vaude-

Saranac Lake -

By Happy Benway
Saranac Lake, N.Y., July 21.
Ivan Annenberg, circulation director of N. Y. Daily News; Sid
Kornish, sheet's traveling rep, and Harry Danning, N.Y. Giants excatcher now Rockaway News Co. catener now Rockaway News Co-credit manager, skied in in their private plane, Baby Doll, for a look-see and chat with Murray Kissen, who licked a scrious re-lapse and is now back in circula-tion.

tion.

Bobbic Elmer Trimble, Bakersfield, Cal., manager, hit the end of the rainbow by rating a top clinic that upped him for a move to the ambulatory division. Ditto Adonis (Don) Torres, Loew's 175th St. N.Y., asst. manager, who ended his observation with an ace report.

his observation with an ace report.
Birthday greetings to Bob (Mello-Larks) Smith, Charles (Par)
Hillyer and Adonis (Loew) Torres.
Three months of faithful observation and Morris Dinnerson, of
Randforce Theatres, Brooklyn,
leaves for home and work with a
definite all-clear.

definite all-clear.

Hugh Carney, CBS executive who's vacashing at Lake Placid, took time out to mitt the gang and take the annual checkup for a 100% rating.

Sidney and Norman Bornstein in from Portland, Me., for a bed-side chat with Marlene Bornstein, Maine theatre staffer whose progress is tops. Jose Torres, Josephine Rivera and Lotte Rivera in from Gotham to ogle Adonis Torres.

John Kelly, manager of Majestic Theatre, Perth Amboy, N.J., shot into the general hospital for a ma-jor operation and is back at the VC hospital recuperating in con-fout.

fort.

Marie Gallagher, who graduated here in class of 1945, in from Philly to chat with daughter Dolly, 1951 alumna who's now on the office staff of the VC hospital.

Among oldtimers progressing slowly in our ambulatory department are George (Elephants) Powers and John (IATSE) Streeper. Harry Martin, nitery comedian, in for a summer vacash and annual checkup.

Write to those you know.

JAY

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Robert Pearce, Resident Manager

Brit. Col.'s Xmas Cheer: Liquor OK After 50 Years; See Nitery Upbeat 'Unprofitable' Mpls. Nicollet

After 50 Years; See Nitery Upbeat

Vancouver, July 21.

British Columbia's newly reflected Social Credit government to provide three kinds of license the control of provide three kinds of license the license the provide three kinds of license the license

Claims She Was Beat Out Of Her 3.2% Interest, Sues

Minneapolis, July 21.

Chi Cafemen's Counsels Blasts AGVA Insurance, Sez It'll Write Own Obit

Joe Louis' B&R Revue

Dallas, July 21,

Badman Kenneth Duncan

Badman of more than 150 Holly-

Badman of more than 150 Hollywood horse opefas, Kenneth Duncan, takes a starring role in the arenas with a troupe of 10 western folk, traveling with the Amusement Co., of America carnival. Unit has dates through October in midwest and southern territories, playing seven fairs en route.

Randy Brooks, also of pix, is to be featured in the show with Ben-Pitt, Ruth Mack and the Hollywood Rhythm Rangers, Roundup opens today (Tues) in Milwaukeefor five days, moves to Sheboygan and then to Chippewa Falls, Wis, Aug. 4. Plays, Illinois State Fair, Aug. 44, following with dates on the pumpkin circuit in towa, Tennessee, Alabana and Texas.

Duncan himself recently foured the U.S., the Philippines and Japan as a single and reportedly broke records for seven days at the huge Kokusai-International Theatre.

Cafe Owners Assn. in its legal bat-Nicollet, here and seeking to set aside its sale, Mrs. Marle Pierce, of Chicago, in a district court suit claims that the hotel's supper club, the Minnesota Terrace, was operated at a \$100,000 a year-loss.

The purpose, the plaintiff alleges is to try to convince the minority partners that the hotel was not a profitable venture. The hotel closed the Minnesota Terrace at the end of 1952 and no longer offers floor entertainment in any of its rooms. In place of the Terrace it opened a counterpart of Don the Beachcomber's.

During its long career, the Minnesota Terrace played numerous names along with other standard acts and for 14 consecutive summers it housed the Dorothy Lewis lice shows.

With the the Terrace's closing the Twin Cities, with combined population, including suburbs of Radman Kenneth Duncan.

Radman Kenneth Duncan.

Dallas, July 21.

Dallas, July 21.

Dallas, July 21.

A "Blues and Rhythim Revue" is slate for Aug. 3 at Burnett the with Joe Louis as head liner. Others in the show include Ruth Brown, Buddy Johnson band with Ella Johnson and Nolan Lewis; Lester Young orch: Dusty Fletcher; the Clovers, male vocal hotel, etcher, the Clovers, male vocal the Edwards Sisters, and Wynonic the membership, itself." Presumably the membership itself. Presumably the membership itself. Presumably the membership itself, and most import tle with the American Guild of

dman Kenneth Duncan

To Go Carnie for Fairs

Chicago, July 21.

adman of more than 150 Hollyd horse opefas. Kenneth Duntakes a starring role in the
traveling with the Amusement
of America carnival. Unit, has
s though October in midwest



July 14, 1953

Luxor Gali-Gali Sands Hotel Las Vegas, Nevada

Dear Gali-Gali:

I want you, your agents, and everybody in the trade associated with you to know that we thoroughly enjoyed your engagement at the Sands Hotel, and that your booking here was one of the most appreciated dates by the public since we have opened.

We especially are grateful for your cooperative attitude in the arrangment of our show schedule and for your unselfish gesture in doing a benefit show for the newsboys of Las Vegas.

It's been a real pleasure to play you here, and one which we couldn't afford not to repeat in the very near future.

JACK ENTRATTER

Kindest regards,

LUXOR GALI-GA

> **Available After** SEPTEMBER 7th



PL 7-5147

Personal Manager—HENRI GINE, Artists Corporation of America, 1697 Broadway, New York

Ambassador Hotel, L. A.

Los Angeles, July 15.

Patachou, The Szonys (2), Al Donahue orch (12) with Charlens Bartley; \$2 cover.

Patachou, the Montmartre blonde who has been a consistent click in restern boites, makes a long-awaited Coast debut in this layout and jumediately impresses as a cinctio carn a regular spot in the Coronut Grove's semi-rotating booking policy. She shares billing here with the incomparable Szonys in a layout that is one of the best all around entertainment buys the spot hais had in some time.

The Gallic flair, combined with a good voice and a strong sence of she smanship, makes Patachou's Fint a standout. A sort of Chevning with curves, she's solid on a sonitalog that ranges from the poignant "Mon Homme" to a bouncy accented "Wonderful Guy." It's all good and defit touches of humor, like the satirizing of "Why Don't You Believe Mc." give the turn an added impact that builds to a begoff, Wisely, she leaves ten wanting more.

Szonys have the opening spot here, powerlousing a quartet of numbers that only an act of Patachou's Stature could follow. Dazzing routines, effectively punctuated by graceful lifts and spins, win rangt altention, Finale highlight is the "Sleeping Beauty," rarely done in niteries, which tops most of what's offered in ballet today.

Al Donahue orch, which tops most of what's offered in ballet today.

Al Donahue orch, which tops most of what's offered in ballet today.

Al Donahue orch, which tops most of what's offered in ballet today.

Al Donahue orch, which effectively shares the dance assignment with thin Theo Pathsias various in filed by the faithful august to this converted cave near Notre Dame, with him has come the twith this Theo Pathsias various in filed by the faithful august is filed by the faithful august with single with curves and this dank little cave is filled by the faithful august in the care in th

most of what's ottered in well today.

Al Donahue orch, which effectively shares the dance assignment with the Tico Robbins rhumband, is in the floorshow for a pair of numbers. "Slaughter on 10th Ave." and "April in Portugal." Former benefits from a Donahue discussion of the theme that helps set the stage and the latter is neatly vocaled by Charlene Bartley.

Kap.

Shamrock. Houston

"Silhonettes On Ice," with Wilma E. Ed. Leary, Jean Arlen, Alan Carrier, Steve Kisley Orch; \$1.50 coper.

Carrier, Steve Kisley Orch; \$1.50 cover.

From crowd response to the revamped five revue fashioned by the Learys it looks like the Shamrock may be the permanent home of the skating troupe.

After playing to big crowds throughout most of the summer, Wilma & Fd Leary really didn't need to go to the trouble of staging a full new show, but apparently they like Houston and know that Houston rikes, them. The completely new "Silhouettes On Ice" is a cinch to play to overflow crowds for the next few weeks. It is, even better than the routine used for their obening and the succeeding weeks, and there's no fear of reprisal in calling it a smash hit. Plenty of time, effort and money for new wardrobe on the elaborate side make this next cever very entertaining.

Jean Arlen, star of the ice show, is even more dazzling than before but only surpasses the clever group routines by a small margin. The socko skating of the whole troupe in click routines bueprinted by the Learys and the deadpan comic relief by Johnny Melendez with his harardous pratfalls and audience baiting have to be good to run a dead heat with a new comic patter artist introduced for the second "opening night."

Alan Carrier, who had never been on sketes before opening and that the ringsiders recling from his fast "planned" ad libs. The guy has made a gang of friends and is a certain holdover.

Sidney Bechet, Mickey Larche Orch (6); \$1.50 iminimum.

Sidney Bechet has moved his solid soppano sax from the St. Germain-Des-Pres cellar clubs to this converted cave near Notre Dame, With him has come the young jive set and this dank little cave is filled by the faithful every night for the master's tooting. Bechet gives nice depth and feel to his renditions of oldies, and whether he is on "The Muskrat Ramble." blowing as "The Saints Come Marching In" or adding overtures to "After You've Gone." he is tops and the recipient of heavy mitting.

The Mickey Larche Orch is a young outfit and, as yet, has no idiom to add to its will mimed renditions of old N.O. type numbers. However, when Bechet joins them they fill out and seem to have form and grasp. More time and expansion, should weld this outfit into a fine jazz group.

Spot also gets the tourist bus trade who are led in after sampling the museums made out of the caves and old torture rooms surrounding the club. Mctro-Jazz is hot and miggy but the faithful don't seem to mind.

Mosk.

Hotel Del Mar, Cal.

Del Mar, Cal., July 19.
Nat (King) Cole & Trio (Jack
Castauga, John Collins, Charley
Harris), Les Purker Orch; \$2 cover, no minimum.

pletely new Sithouettes On Ice is a cinch to play to overflow crowds for the next few weeks. It is even better than the routine used for their opening and the succeeding weeks and there's no fear of reprisal in calling it a smash hit. Plently of time, effort and monry for new wardrobe on the elaborate side make this next cycle very ontertaining.

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Saxony. Miami Breh Miam Beach, July 18

Joanne Wheddog with Hal Kanner at the mindous conducting. Some with a completely fresh amproach to not recent weeks, with the pull of rival cafes along the beachfront, albeit along the breath of the commettion. Bookings brought at the fried warmal of the commettion. Bookings brought a too horse four one proming minds and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the rinasiders recling from his fast "planned" at libs. The guy and the guy and the rinasiders recling

Riviera, Ft. Lee, N. J.

Riviera, Ft. Lee, N. J.

(FOLLOWUP)

With the Will Mastin Trio featuring Sammy Davis, Jr., holding over, Bill Miller has brought in Frances Faye and the Peiro Brosto fill out the midsummer bill. Revised lineup shapes as well-rounded, pleasant hot weather entertainment, and should keep the customers pouring over the George Washington Bridge.

Miss Faye, who precedes the

washington Bridge.

Miss Faye, who precedes the Mastin Trio, scores nicely with her driving type of vocalizing and piano pounding and her self-deprecating chatter. She's at a disadvantage in this large room, seated as she is behind a piano set in the middle of the huge Riviera stage. And, while she overcomes the roominess handly enough, she doesn't quite/reach maximum impact. She's tops with her rhythm numbers, banking "Get Happy" home in fine fashion. Special material is good, like the "Don't Worry About Strangers" bit. And her glib bag sets a warm framework to the turn.

Peiro Bros, are an excellent gopener and the stage with her contents.

work to the turn.

Peiro Bros. are an excellent opener, and their juggling routines are good enough to maintain sustained interest despite fact that they've been seen on video many times. Their comic business with the bricks, their cigaret-hats-pins exchanges; stick work and between-bits gab and comedics score nicely.

Maetin Tric and Davis of August

exchanges; stick work and betweenbits gab and comedies score nicely.

Mastin Trio and Davis, of course,
walk away with the show and with
the hearts of the customers. Davis
has all the elements of a great
performer—most of all the warmth
and gift of projecting it, and the
group had to beg off. Routine is
substantially the same—the quickle
impressions, the Jerry Lewis carbon, the topnotch terping of the
trio, and that final encore number
by Davis telling how much he owes
to his father and uncle, the other
members of the trio. It's a socko
turn that will bring the tableholders back for more.

Donn Arden line contributes two
good production numbers. It's an
attractive, well-drilled and wellcostumed unit that's more than a
cut above the average. Doug Rogers' singing and dancing enhances
the numbers. Walter Nye orch's
showbacking is sharp and the band
fills the floor with its excellent
foxtrots. Pupi Campo orch provides fine rhumba, and Campo's
antics are a show in themselves.

Chan.

Atlantic City, July 16.
Larry Steele's "Smart Affairs of 1954" with Jackie (Moms) Matley, Mabel Scott, 4 Congaroos, Conrad & Estelle, Olga James, Fontaine Trio, Princess Oreila & Jose, Dorothy Hunt, Flick Monty-gomery and 12 Beige Beauts, Jimmy Tyler Orch (12); \$1.85 admission weekdays, \$2.50 weekends.

gomery and 12 Beige Beauts, Jimmy Tyler Orch (12); \$1.85 admission weekdays, \$2.50 weekends.

Another edition of Larry Steele's "Smart Affairs," the seventh, is pulling them into Club Harlem, ace sepia spot which registers capacity business for its early show and gets more than its share of the late night clubbers. Weekends are always a sellout.

Popularity is justly deserved, for Steele gives customers two hours of top entertainment with never a letdown in its swift pace. This edition, with the incidental music and lyrics by Steele, takes the customers by air, on a tour of the world, with each stop devoted to either a production number or act doing a bit in costume and manner of land plane has reached. Steele's supplementary music and lyrics are skillfully blended with oldtime numbers and current faves for solid entertainment throughout.

Show is strikingly costumed, with strob used although stage is never completely dark during any number. Steele believing that customers like to see faces more than costumes and making it possible for them to see both.

"Affairs" this season stars Jackie (Moms) Mabley, a lure here in Negro night spots for many seasons, Goes over well with fast and slightly blue patter working in two numbers "I Ain't Going in There. No Mo" and "Old Black Magic," with her monolog.

Mabel Scott, billed as the "Elevator Boogle, Girl." gets second spot on Steele's new layout, offering three numbers, "Wailing," "Birth of the Blues" and "Oh, Babe" effectively. Stunningly gowned, Miss Scott makes an immediate impression and her fast tempo keeps them with her all the way.

Biggest spot is a Paris street scene number, opening with dancer

by "My Man," and "Bill."

Conrad & Estelle are on in a colorful Apache stint. The Four Congaroos, an acro dance quartet, come on to climax act.

Another production number and one of the highlights is laid in Africa with Princess Oreila & Jose, Afro-Cuban dancers, featured in a dance joined in by most of the company. Other stanzas bring on the Fontaine Trio with Flick Montgomery and her showgirls.

Jimmy Tyler's band showbacks and provides a sax solo during show. There is little customer dancing, the show holding major share of attention.

Walk.

Hotel Roosevelt, N. O.

New Orleans, July 18.

"All-Star Ice Revue," with Arnold Shoda, Joan Walden, Ted Roman & Jeanne Sook; Jack Kelly, Mirtam Seabold, Jose Dival, Claude Thornhill Orch (14) with Paula Mavin; \$2.50 minimum.

The new show in the plush Blue room is proving excellent summer bait and business remains on a high plane. Current offering is diverting fare that has appeal for a variety of tastes and hits for hefty

a variety of tastes and hits for hefty returns,

Le revue features a capable roster of figure and rhythm skaters and comedians, is eye-appealing from start to finish and hits a number of entertainment peaks. On the performance side, there isn't much that's missing, since the cast has everything that can be asked of skaters.

The socko work of Arnold Shoda is the standout. He displays dazzing speed, grace and endurance in difficult solo numbers that earn him bravos. His costar, Joan Walden, a looker with a nifty chassis, shows precision bladesmanship in her gracefully executed routines. Another strongpoint is the team of Ted Roman & Jeanne Sook in lifts and spins.

The laugh department is in the capable bande of the Roman & Leanne to the strong the respective of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the capable bande of the Roman & Leanne to the Roman

and spins.

The laugh department is in the capable hands of the Three Sailors, who pack a zany wallop. The Boys offer a change of pace with their knockabout routines. Jack Kelly proves an accomplished juggler. Miriam Seabold tees off the show with some ballet work that marks another bright spot of the frappe.

another bright spot of the trappe.
Shoda and Miss Walden return
for a second solo session of polished figure skating and dazzling
spins, while the Roman-Sook duo
encores with additional smooth intertwining of waltz rhythms,
twirts and lifts.

Also copping honors is Jose Duval, a personable emcee. The lone non-skating member of the troupe, he radiates convivialty and his baritone pipes register strongly.

Claude Thornhill and his crew, newcomers to these parts, are neatly welded together with the maestro at the piano keyboard. Group ably mixes pops and oldies, plus Latin rhythms, to win customer approval. Band also backs show. Paula Martin handles band's yocal chores. She's a personable warbler with throaty stulings and makes a nice impress.

Liuz.

Nautilus, Miami Beach Miami Beach, July 13. Fran Warren, Antone & Ina, Joe Harnell, Syd Stanley Orch, \$2 \$2.50 minimum.

The Driftwood room of this big lower-beach hostel is currently one of the hottest spots around, with past weeks seeing turnaway crowds nightly. Operators seem to have it on a sound formula with bookings calling for femme or male recording stars with comics breaking the songster setup to keep them coming back in droves. Eilenen Barton drew big, followed by Harvey Stone, who kept the patron pace, with current Fran Warren topping matters.

Miss Warren is a well-versed thrush who handles herself in assured manner, to earn attention

costumes and making it possible to relater. Cor them to see both "Affairs" this season stars Jackie and a les." Of groms Mabley, a lure here in Negro night spots for many seasons. Goes over well with fast and Young." "I Am Sons. Goes over well with fast and Young." There No Mo" and "Old Black ompers: Magic," with her monolog. "Mabel Scott, billed as the "Ele-king My cator Boogie Girl," gets second spot on Steele's new layout offer ing three numbers. "Wailing." "Birth of the Blues" and "Oh Babe" effectively. Stunningly ole, connore appatrons thempo keeps them with her all the way.

Biggest spot is a Paris street. Warren is a well-versed thrush who handles herself in as sured manner, to earn attention walkon. Gowned tastefully, she dispenses an intelligently several other European tongues, and this not only gives her act an overdramatics to add to values. Another point in her favor is trick of sticking to the music and away of sticking to the music and away of sticking to the music and away of the connore appearance of the Blues" and "Oh Babe" effectively. Stunningly open and the fast way.

Babe" effectively. Stunningly old, connore apparent apparent of the Blues" and "Oh Babe" effectively. Stunningly old, connore apparent apparent of the Blues" and "Oh Babe" effectively. But the connore apparent of the Blues and the fast way.

Biggest spot is a Paris street. Miss warren is a well-chosen selection of sticking to the music as well-chosen selection of sticking to the music and away of the tree music and away of the connore apparent of the Blues" and "Oh Babe" effectively. Stunningly apparent with a personal misses the lulls live way.

Biggest spot is a Paris street. Miss warren is a well-chosen selection of sticking to the music as well-chosen selection of sticking to the music as a multi-lingual performer and international several other facts in manner, to earn attention walken in two can sing with equal facility in English, French, Spanish and the foot the music as well-chosen selection of sticking to the music a

Chez Parec, Chi

Chicago, July 17.
Betty & Jane Kean (With Rocky
Cole), Guy Cherney, Stan Kramer
& Co. (2), Johnny Martin, Chez
Adorables (8), Brian Farnon Orch
(8); \$3.50 minimum, \$1.10 cover.

The Kean sisters have absented themselves from the Chez for three years and they return to a resounding reception. While their following is not as big as it ought resonaing reception, while their following is not as big as it ought to be, judging from opening night to be, judging from opening night admissions, word-of-mouth should begin packing in more than the conventioneers, for the Keans' showmanship is top-level.

conventioneers, for the Keans' showmanship is top-level.

Attractive Jane tees off with fine special lyrics before introducing zany sister Betty, who stumbles in ridiculously garbed and blasting on a cigar. Together they unleash a flush of impressions, allowing themselves a wide base of departure into song and slapstick dance. Jane handles the Zsa Zsa carbon with pointed exactness in a satire on the Gabors, while Betty flouries as bewigged Eva throwing herself into the customers' laps. Before the aud can recover itself, the Keans also boff Louella Parsons, Marilyn Monroe, Edith Piaf, Myron Cohen, Billy Daniels and Johnnie Ray. Latter is typical of the way the girls work, with Jane simulating the sounds and Betty going through motions that tickle the patrons into paroxysms.

Plaudits are so heavy that gals come back three times for encores, finally having to beg off. Bettyworks the tables beautifully, sharing a banana with onlookers, drinking their liquor and making casual conversation while sister works the mike. Even before the last applause has subsided, she turns up in the crowd continuing mayhem. Rocky Cole, fairly recent acquisition of the duo, gives fine accomp at the piano.

Rest of the bill registers as class and is lauded accordingly. Guy

tion of the duo, gives fine accomp at the piano.

Rest of the bill registers as class and is lauded accordingly. Guy Cherney, a personable young chanter, unreels a sneoth songalog specializing in romantic pops that require soft, sensitive treatment. On the "Moulin Reuge" number he tours the ringside, shaking hands with hometown folk, then transfers to the mike to segue into an upbeat medley. Catches a big mit for a nostalgia olio wherein he revives the typical songs of Cantor, Richman, Cohan and Jolson. Wisely, he does not try to impersonate but pays tribute to their style. This would have made a sock close, but he follows with a tearful "My Mother's Arms" for walkoff.

Puppeteer Stan Kramer has fresh routine that scores consistently. Repertory consists of large sepia doll executing samba in luminescent gown, a magician whose legerdemain is drawing large objects from his pockets, an inebriate who sees pink elephants,

whose legerdemain is drawing large objects from his pockets, an inebriate who sees pink elephants, and Betty Hutton and Bill Roband Betty Hutton and Bill Rob-inson puppets which work to off-stage records. Wrapup rates a salvo as the main doll does a cake-walk to an assist by Kramer's parents, who manipulate a chorus line.

Two well-fashioned production numbers get uninspired terping from the Chez Adorables, and the Brian Farnon orch contributes good backstopping and ballroom music.

Quaglino's & Allegro,

London London, July 17.
Viera, Tibor Kınstler Hungarian
Gypsy Orch, Rudy Rome Quintet;
\$4.35 minimum.

Viera again demonstrates her competence and reliability as a performer at these West End niteries. There is nothing spectacular about her act but it makes a genuine and pleasing diversion with audience response attesting to her popularity. The only major criticism is directed toward her grooming definitely needs more attractive gowning.

Cal-Vada, Lake Tahoe
Lake Tahoe, Nev., July 17.
Frankie Laine (with Carl Fischer), Danny Crystal, Jean Devlin Dancers (6), Dick Peirce Orch (11); \$2 minimum.

Atthough playing only some 30 niles from his last engagement, rankie Laine is still drawing full ouses, and a full house pays off in gambling arenas—mostly across the green felt rather than the white inen. The compact show, with janny Crystal as the only other itraction, is just right for the losely screduled three shows ightly.

losely screening three shows ightly. Laine is in good form here with he essential backing of an orch hat lends emphasis to his hisrionics. His songalog really is much quieter than the numbers which he originally became known or, and this is reason for less of he free-swinging, stamping drive if youe. Just to let you know that he fire is still raging, however, he lails away at songs like "Jezebel" and "Shine." Otherwise, with songs ike "I believe" and "When You're n Love" plus newest, "Te Amo," here simply is no place for such ve" plus newest, "Te Amo," simply is no place for such

in Love" plus newest. Te Amo, there simply is no place for such action.

Whereas the older group of melodies drew most its followers from the teenagers, the modified offering has a more universal appeal. A duet with pianist accomp Carl Fischer on "After You've Gone" is nice relief with cute buildup.

Danny Crystal is moving into bigtime, with his first success in this territory at the Riverside in Reno, and stepping immediately into the role as sole supporting act for Laine at the Cal-Vada. Picture is of a very neat young man, a decided change from the overly casual, pants -rolled-to-the-kneecomic of the day.

His humble approach and quiet delivery get stories across for solid response and his reserved impreshes have a very delicate design. His trio of singers, a Continental, a bop, and a concert star catch big mitts with such devices as the European's exaggerated entrance, and the concert star's powerful delivery of "If I Knew You were Coming."

erful delivery of "It I knew low were Coming."

Jean Devlin gills begin this show in a French creation to "C'est Magnifique." The Dick Peirce orch has a big assignment backing Laine with Peggy Lee, Johnic Ray and Mills Bros. coming up. They adapt easily to the individual styles and arrangements.

Marc:

Gatineau, Ottawa

Ottawa, July 17.
The Canadaires (4), Joanne & Stanley Kayne, Dyerettes (5), Harry Pozy Orch (8); 75c, admission, \$1 Sat.

Temperatures shoving 90 with heavy humidity kept biz down only slightly at the Gatineau this week. Size of room helps, and the verandas, facing a golf course, catch all the breezes.

The Canadaires, newcomers, work chantings to okay response, handling some spirituals, standard "Shine" and their own tune. "Crazy About You, Baby." along with others. Group needs relaxing. The staging is mechanical and tense.

Trained by Sam Dyer, the Dyerettes are booked and billed as a line but do a socko terp routine covering tap, samba, ballet, acro, and a mixture of them all to a blues rhythm. On twice each show, they play to begoffs.

Holdovers are Joanne & Stanley Kayne, clicko musicomedy duo. Boy uses standout solo bit aping sans disk, Spike Jones' "Cocktails For Two" later scuttling Jan Peerce's "Bluebird of Happiness" in platter panfo.

Peerce's "Bluebird of Happiness" in platter panto. Harry Pozy hand showbacks and plays for da ing. Gorm.

Mt. Royal Hotel, Mont's

Montreal, July 17.

Donald Richards, Kathryn Lee

Marc Platt, Max Chanitov Orch

(8): with Norma Hutton, Bill

Moodie Trio; \$1-\$1.50 cover.

back to his Army stint, chatter is kept to a minimum and his general manner and song styling evidence more authority than on previous

nore authority than on previous howing.

Kathryn Lee & Marc Platt, who ake opening slot in present showase, have one of the most original erp sessions on the circuit. Miss see carries, more than her share dance honors, looks very well nd is outstanding in their routine ased on a collection of kid games of the tune of "Good Day". Team risely stays away, from the usual allroom cliches and sparks closing set with some fair chatter and ong that in no way detract from he trim dancing. Duo is bost when in the comedic side, which makes nuch better nitery fare than the ather over-hoked interpretive tuff used as a starter.

Chirper Norma Hutton is bountitake

ful and breezy as always, singing avery nice song and introing both acts, handily at showtime. Max Chamitov orch gives solid musical support and the Bill Moodic Trio es in-between music for dansana-

Eddys', K. (... Kansas City, July 17. Eddie Peabody, Lucille & Eddie Roberts, Tony DiPardo Orch 181; \$1 cover.

Pair coer.

Pair of tried and true acts makes one of more compact and fast-moving shows to be seen in this establishment recently. It's a first herefor veteran banjo strummer Eddie Pcabody and for the Lucille & Eddie Roberts version of mentalism and comedy. The 40 minutes of show finds both turns well presented and a solid registry with customers.

Opening segment with the Roberts duo is a blend of comedy chatter and sleight-of-hand before they get into their principal bit with Lucille blindfolded at the mike and Eddie roaming the room,

right to work on his banjo and stool and raps out list of sweet tunes and old faves by way of warmup. Plunks out an elaborate arrangement of "Dark Eyes," goes softy on "Lover Come Back To. Me" and "Moonlight, Serenade" with benefit of a bridge. Switch to "Leibestraum" draws heavy applause, and fills requests for "12th Street Rag" and "Strater Walty" bandily: traum usaws.

fills requests for "12th Street nag
and "Skaters Waltz" handily.

Quin.

London July 14.

Ircne Manning, Felix King, Sid Phillips and Don Carlos Orchs; Colony: \$5 minimum; Astor: \$3 minimum to 11 p.m., \$3 cover. thereafter.

Irene Manning is no stranger to these shores, having had her own TV program and played in the London legit productions of "The Du-Barry" and "Castle in The Air." Cabaret, however, is a new departure for her but she breaks into new ground with the assured confidence of a hep performer.

The blonde mezzo tried her skill in cabaret at Las Vegas more than a year ago and has clearly polished her routine to present a neatly

average, On balance, nowever, is way, above what is normally offered by local artists.

Able to reach the high notes in effortless fashion, the chanteuse pitches mainly for tunes in the

Moodie Trio, \$1.\$1.50 cover.

Despite a neat show package and the benefits of airconditioning, the forrid weather around Montreal for the past week or more is taking its toll of all boites including the Mount Royal's Normandie Room.
Current layout offers the baritoning of Donald Richards and the hoofing of Kathryn Lee and partner Marc Platt, a combo that is surefire in this lofty bistro.
Richards is making his first appearance in Montreal in several years and other than putting on a little weight hasn't changed much. He still reprises his chatter about being a former Air Force cadet which after six years seems to be a trifle frayed, leading inevitably into his version of the "Whiffen-poof-Song" for a so-so-reception. Comes back fast, however, with a group from "Finian's Rainbow" and a rousing interp of "Glory Road." Other than the detour terping.

Rice Hotel. Houston

Houston, July 17.
Margaret Sisters & Bruno,
Charlie Fisk Orch.

Acrodance routines that had the ringsters hammering their approval when they weren't ducking a gal flying through the air made the Margaret Sisters & Bruno an approved act on opening night at the Empire Room.

The sisters Margaret, a handsome blonde and an equally well proportioned brunet, have a freshness of appearance and routine that goes well with the dashing flourish of partner Bruno. All three

ness of appearance and routine, that goes well with the dashing flourish of partner Bruno. All three work with a well tempoed rhythmic grace, that makes their difficult routines seem effortless.

routines seem effortless.

The Charlie Fisk ensemble has descried the Statler in New York after a considerable stay to break in Texas to their music style. Featuring sweet trumpets, they establish themselves and vary their tempt to meet the room's demaids. The complete show, while somewhat shorter than the average is a solid click.

Doyl.

Pigalle, London (FOLLOWUP)

(FOLLOWUP)

London, July 44.

Because of the production cost, the Pigalle in Piccadilly finds it casier to change the stars rather than the show. This is the third switch since the current presentation, "Why Go. To Paris?" opened some four months ago. The package is normally retained for a minimum of six months.

The latest headliner for this Continental type revue is the Parisienne chantcuse, Colette Mars. She has a sparkling personality, a lively sense of humor and a set of trained pipes which put a socko seal on her songs. Unfortunately, the gal knows no English but has had the good sense to learn one number parrotlike, complete with intro. For the rest, each of her times is introduced by a male member of the cast who has to go into a long spiel to explain the incident, Although not entirely the best way of coping with the situation, it is preferable to leaving a non-English speaking audience completely in the dark.

In the hour-long show, Miss Mars has a major solo spot with some five numbers lined up for her contrasting songalog. Her delivery is fine and her personality easily projects through this vast room. She's clearly an experienced performer and her appearance and presentation are the keynotes of her current success. Rest of the production continues briskly and retains a fresh look.

Myro.

of the production comments.

ly and retains a fresh look.

Myro.

500 Club. A. C.

Atlantic City, July 19.
Darvas and Julia; Mary Burton,
The Novelites (3). Henderson
Girls (5), Jack Curtiss, Joe Frasetto and Pete Miller Orchs; \$4

Darvas & Julia rate top billing as they follow Sophie Tucker into Paul (Skinny) D'Amato's smart midtown bistro, with supporting acts solid.

acts solid.

Exceptional dance duo presents the strongest act of its kind caught here. Pair's daring acrobatic antics leave thore out front gasping, and femme's dive from partner's shoulders to land on floor in split is a 'smash.

Hitting the nitery trail after an absence of over nine years, Mary Burton does a socko job. Dazzlingly gowned, she does four novelty songs with material prepared by Eli Basse Opens, fast with "Gonna"

Burton does a socko job. Dazzlingly gowned, she does four novelty songs with material prepared by Eli Basse. Opens fast with "Gonna Live Till I Die" and has them with her from then on. "Allmony" is aimed at the femmes and she's brought back for "A Salesman Doesn't Have to Stray" and "Am I In Love," socking them over for a begoff.

Nov-Elites in final cont

New Acts

RED SKELTON

RED SKELTON
Comedy
45 Mins.
Sahara, Las Vegas
After gearing himself to pace of pix, AM and TV, Red Skelton finds more difficult requirements to meet demands hoisted upon nitery comedians. The return to this medium is often a tougher jump to hurdle than originally contemplated, particularly if a big replas been established in the meantime and the name is hoxoffice magic.

Skelton must have encountered this feeling during opening night

the room, revise material, de-p his great clowning talent for in-person stint, and soft-pedal

the in-person stint, and soft-pedal sharple, gags, Opening with funny chatter about his new job in a gambling resort, Skelton receives his first boffo yock following brief 'Old Man River' songsketch with praifall. Parados his wak, characters, the loud Texan, "Deadeye." 'San Fernando, Red." pu in r. hd r u n k fighter, "Junior," fight panto taking three parts, stages of inchristion, hoss opera actors, impresh of Edward G. Robinson & Jimmy Cagney in delayed falls after gettion, hoss opera actors, imples Edward G. Robinson & Ji Cagney in delayed falls after ting shot in typical whodunits, sketches, are heavily salted

icks. Holds onto "Guzzler's Gin" until close. This is his classic routine and triple insurance with continuous roars of laughter becoming the peak encompum.

Will.

DOLORES RITTER

DOLORES RITTER
Dance
11 Mins.
Sky-Way Club, Cleveland
Ballet spins and taps are blended
by Dolores Ritter with showy grace
plts a lot of physical beauty.
Cleveland-born hoofer, getting a
good rep as a reliable opening act,
kicks out her steps displaying a
nimble pair of long, gorgeous gains
that grab more attention than anything else.

that grab more attention than anything else.
Couple of years on the road have hepped her up in technique of doing rapidfire spins around floor to nice tap rhythms—mostly with a Latin flavor. Appearing in a fancy two-piece costume for a bit of brisk stomping, she unzips the skirt to give the shapely underplinings a fancier workout in a modernized operatic ballet. Her closer carries a great deal of spinning dash and color: Just 21, the Ritter gal's photogenic talents are backed by a smiling personality.

Pullen.

personality. Patten.

PEGGY WALLACE
With Lon Hall
Skating
7 Mins.
Roxy, N. Y.
Peggy. Wallace, who recently transferred from roller skates to lice, makes the transition gracefully. Miss Wallace does a tasteful bit of lice ballet. She displays excellent form and makes good use of the ample stage space here. Her glides are easy to watch and she includes several ballet movements in her routine. (Miss Wallace's initial efforts indicate that she's still somewhat conscious of the new form of locomotion, but she seems to lose that feeling when she gets deeper into her act. She's a looker, and is nicely costumed.

She does two numbers here, an ethereal composition to "Claire de Lune" and the second, with the aid of skater Lon Hall (they were together in the roller revue, "Skating Vanities"), who backs her strongly and who contributes nicely in a few skate passages.

ROBERT HELD

Dosen't Have to Stray' and 'Am' 1
In Lowe,' socking them over for a begoff.

Nov-Elites in final spot are a show in themselves, Trio of bass fiddle, accordion and guitar can play, sing and do carbons beyond usual acts of this kind. Bang away at two old faves, "World Is Waiting For the Sunrise" and "Missis sippi Mud." Work in novelty of junior making with the home Tyknobs, bringing in surprising tones stretching from the cowboy spots to carbon of Vaughn Monroe, all nicely mixed.

Best number is a hillbilly bit which really sends 'em, trio pulling off coats, mussing hair, rolling up trousers with bass singing tunes while partners keep customes while partners keep customes with experimental and previous singing times while partners keep customes while partners keep customes while partners keep customes rocking with vocal and facial maneuvers. Action was so strenuous when caught the bass fiddle was a casualty.

Henderson Girls do two neat production numbers with Jack Curtiss emceeing.

Walk.

British Ocook (Comedy 18. Mill. DRED COOK Comedy 18. Mills (Mills (Mills) 18. Mills (Mil

ANNA MARIA ALBERGHETTI Songs 16 Mins. Sahara, Las Vegas

Sahara, Las Vegas
Looking much younger than her
17 years, /Anna Maria Alberghetti
reveals a strong coloratura of legit
dimensions, plus a sweet, ethereal
quality in actions and appearance.
Not only does she lack serioso, but
puts forth a contrasting repertoire
to become a show-stopper.

to become a slow-stopper.

Learning to relax, diverting her gaze from a distant height to audicace, and dropping the concert half stance will be her chores during this forthight. After much of the tension has departed. Miss Alberghetti will find nitery trilling caster.

Choosing a middlebrow fave, "Cribiribl" for teeffo she captures pindrop attention for following "Smoke, Gets in Your Eyes," backed by Cavabiers, house quartet. Passages of a colorativa show-piece are vaulted with case, after which she croons the dulcet measbacked by Cavaliers, house quartet. Passages of a colorativa show-piece are vaulted with case, after which she enrois the dulcet measures of hulady. The am My Baby. For this she amounces her mother as accomper on the Steinway, telling of the song being passed along from generation to generation in the Alberghetti family. The heart-string tug segues into a bright "In Napoli," with Sallarem Dancers slepping a tarantella, rainbowed in Colorth peasant costumes, and assisted vocally by Cavaliers.

Shouts for "more" along withovation bring Miss Alberghetti back for the surprise socko of the entire show, her change of character and pipes for "Your Cheatin" Heart." The ultimate in andlence response is reached during her many walkoff bows.

LARRY GRISWOLD
Comedy, Trampoline
12 Mins,
Roxy, N. Y,
Lurry Griswold apparently found
that being a comedy diver was too
seasonal. Consequently, he applied
this talents to the terra firms and
has come up with a clowning exercise that constitutes not only a
unique turn but one that bays of me up with a clowning that constitutes not only turn but one that pays the

unique turn but one that pays off in laughs.
Griswold works on a diving board clowning around that walk in a manner that skillfully employs pratfalls, slides up and down a ladder and finally, when he dives off into a trampoline, he hits a maximum impact. He employs these tactics imaginatively. His acro work is clever; with reverse dives from

tactics imaginatively. His acro work is clever, with reverse dives from the trampoline to, the board. He takes some skillful pratfalls and has a line of gab that richly punctuates his act.

On outdoor stands, he might get more out of his turn because his trampoline can be disguised as a pool more effectively. Thus when he makes his first plunge into the springs, there could be genuine gasps from the audience. Griswold can-work any visual situation, even niteries where the height is right.

Jose.

LESLIE GAINES Dance 9 Mins. Palace, N. Y.

Palace, N. V.
Lesile Gaines, a tail Negro hoofer who's toured with USO shows
and has had experience in niteries,
displays some fair footwork routines. Curlously, he opens with a
trumpet solo which is no indication as to the ensuing terp stuff.
Gaines injects a nice novelty
into his turn via skipping rope
while stepping. It's good for
handy audience returns when first
done. His windup is a blend of
the rope skipping (done backwards) and torrid terping. Sandwiched in his routines is a so-so
line of patter which could be improved. Turn is okay supporting
material for most sight situations.

Gilb.

VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or split week.'

Letter in parentheses indicates circuit. (I) Independent; (Lr Loew; (M. Moss: (P) Paramount; (R) RKO; (S) Stoll; (Y) Tivoli; (W) Warner

NEW YORK CITY coma Mell Cariss do Ballet Linia d Sparks Inke Ars Chin Lincomble kir Cu bal P-14 4 (R) 24

Boardwalk Fancy
7 Champs
Peggy Wallace
Lon-Hall
11 Griswold
M Smith
Blades & Belley
Rullel Corus
Chence Peggy
Wallace
Long
Chency
Fran Warren
Kileen O'Dare
Kenald & Rudy
Dick Winslow
Olyman Pp.
25 Sun Sun Review
Jaywalkers
WASHINGTON Reelf Rear oo, Ramana Dole hian De nte & P ke atime * & Rusa nke Deni m P (r = 3 Mickey Does Toby P (r's 3 Partinger's (P) 22 T. Paul & M. Ford Ries C. e & Ore A De n. Hechen P. Sixon Bobbie Brindt

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Sostmo Hernandez
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Capitol (U. 21
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Snooky Lanson
Tawn Bros
Hightowers

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AUCKLAND

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BRITAIN 8 Flying Croneras Fischer's E[†]cphants Five Hansels John

Ballet SYDNEY Tivoli (T) 20 Gino Mattera Glenda Raymond Ronald Dowd Harold Williams John Fullard

hn ve Talos ve Talos ve Galladinis ve Canters tile's Legionnaire ortugese Horses elsh & Shetland P

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BLACKPOOL
Winter Grden (1) 20
Kon Part
Moresumbe & Wise
The Morlidor Trio
The 3 Cottos
Rob Murray
Harry Worth
Jean Baylesdard
Control
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Mipochrome (1) 20
Dave Winton
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BOSCOMBE
BOSCOMBE
Lipnodrome (2) 21

Hipnodrome (t) 23) B Whittaker & M

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Richard Sis ets
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Kerne Livas
Fred Sloan
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Roy Walter
Max Carole, & C
METROPOLITAN
Albert: Burdon
The Mellowtones
Fran Burdon
Anthony Redmond
Johnny Laycock
The GN Girls
Jack Anton

The G.N. Ciris BRANTON Jack Auton Jones BRIXTON Jack Auton Palses (I) 20 Gorgous Girls EAST HAM Palses (I) 20 Gorny Duwkes Tommy Rose The Four Mello-M & All Male Co BLACKFOOL Palses (I) 20 Darde Quintel Les Curibas Three Lederers Erik Leffs Iren Lederers Erik Leffs Iren Lederers Derk Lefts V Ladies Betts Leck COOL Opers House (I) 20 L Compagnons de la Chanson Harry Secombe Eve Boswell Kathryn Moore Trio Hugony The-Goronet-Singers Ann Tyrrel J

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Trio Hugony
Trio March 1972
Trio

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Flack & Lucas
Three Butgoon,
Billy Vaxon
4 & Suma Lamonte
6 Bamberger & P
Two Lellys

Two Eeliys

BRADFORD

Empire (M) 20

Al Read

The O-noing Duvals

Lizzet & Edite

M. Henderson & S.

Kenny

F. Gerdon

Kemp Ger lon & Nancy len & Lec & Bobble Block

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Paul & Petu Page LODON Palladium (M) 26 Gay Mitchell Itolly Rolls Patterson & Jackson Ibratas Brothers Chrit-Cross Dickiee Henderson Eddie Arnold B Henshall & Eddie Domain Troups Itayle & Babs The Palladium T G The Skyrockels Ore MANCHESTER Palace (M) 20 Fenk Shara

Frankie Howerd
Jill, Jill & Jill
Jackie Ross
Max Geldray
Bobbie Kimber
The 2 Afferer
Lee Young
Will Cair & Partner
Edna & J. Webster

PORTSMOUTH
ROYAL (Mr. 20
Betty Driver
Alec Pleon
E. Squire Brown
Harry Jacobson
The Merry Mick

Trois Poupees
SMEFFIELD
Empire (M) 20
Tessie, O'Shea
Johnny Lockwood
Johnny Matson
Olga Varona
St. Denis Bros & B.
Mona-McCall
The Granger Bros
Dennis Lawes
The De Vere L.

Trien Newman of Wins

LIVERPOOL

Empire (I) 20

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Iris Sadher.
Alien Bros & June
Watter Jackson
Andree Jan
Paul & Peta Page

LONDON

Palladium (M) 20

Holly Rolls

Patterson & Jackson
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Chril-Cross
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Peggy Ashley

Peggy Ashley

Cabaret Bills

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Bandbox Duke Ellington Count Basis Dake Effington
Count Basie
Birdland
HIIV Eckstine
Bud Powell
Lester Young
Blue Angel
Felicia Sanders
Orson Bean

Bon Soir
Jimmie Daniels
Oliver Wakefield
Ghosdey & Wood
Norene Fate
Garland; Wilson
Mae Barnes

Hinny Noise Dominique Mace Burrett Lee Kane Copacab na

Lee Kane
Priors
M Dutso Orc
Fronk Marti Orc
Chateau Madrid
Tacundo Rivero
F Alonso Orc
M Castellanos Orc

Hipodrome (U 2)
B Whittaker & M
Hipodrome (U 2)
B Whittaker & M
Joe, Pynton
Gregg Anders & J
Lee Brooklyn
Earl Darney
Lirna Loga.
A Arrandon
Elima Loga.
A Colland
Terry How rd
BRISTOL
Empire (U 2)
Phyllis Davey
Jack
BRISTOL
Hipodrome (U 2)
Don Arrol
Doules & Lee
A Shires & M Lones
BOUGHS Margherits Stanley
The Logal Colland
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Hipodro Embers
Barbara Carroll
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Jules Lande Ore

Hotel Astor
Samby Kave Ore

Hotel Bilmore
Cavaliers
Hotel New Yorker
B Commins Ore
Deadenders
Karen
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Scott S nders
Stuthard
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The Curzons
B & B Adams
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Hotel Statler
Chas Misk
Hotel Taff Hal Blue S Baby Zou Zou S England & F Johnnie Heyward Eddie Rawlings Tommy Swift

Tohmy Swite
Vicky Ray
Gwen Fields
WALTHAMSTOW
Palace (1) 20
J Lee & M Rivers
Conrad Vince Juanne
De Yong & Delysia
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GRANADA
EAST HAM
The Vivollys

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Doug Rovers
Arden Line
Versaillee
Nice To See Yo
Georgie Kase
Fay DeWith
Doir Liberty
Al Norman
Dorothy Keller
Patti Ross
Linda Tombard
Barbara Slewart
Carol Ohmurt
Salvatore Glos C e Jay lyn Wood Moore Orc iie Martin

Caroly Clen Moo Bobbie Mari Zeb Carver Myles Bell Tute Pele Tahur Chavales De Esp. n Trini Reyes Emil Coleman Ore Mischa Borr Ore

CHICAGO

Blue Angel Irvia Burgess Hayder Malagon Nuomi Curk Ball-Young Ann Williams Grace Nichols Bob We Dyck Ti Grace Nichols
Bob We Dyck Ti
Black Orchid
Rd V Droper
Silvia Sams
Javie Mannels

Chas Fisk Hotel Taff Vincent Lopez Ore

Johnny Martin Chez Adorables (5) Brian Farnon Ore Conrad Hilton Worl Elleen Cerroll, Margie Lee Seity & Loiching of Sid Krohl

D Hild Dancers (10)

Falmer House

Marion Colby
Blackburn Twims
Clifford Guest
Rudenko Bros.
M Abbott Dners (8)
Eddie O'Neal Ove Dennis & Dariene Boulevar-Dears (7) F. Masters Orc.
Edgewater Beach
F Martin Orc
Murray. Arnold

LOS ANGELES

Ambasseder Hetel The Szonys Patachou Al Donahue Orc Bar of Music Josephine Premico Maurice Rocco E Bradford Orc B Gray's Bandbox B Gray's Bandbo Billy Gray Moure & Lessy Biltmore Hotel Dave Burry Anita Oros Trio Bassi Hal Derwin Orc

Martin Men

Ciro's Katherine Dunham Dick Stable Orc Charley Foy's

I. Carter & Carti'rs
Mary Foy
M Padula
A Browne Orc Macambo

Herb Jeffries E Oliver Orc Statier Hotel
Xavier Cugat Ove
Abbe Lane

Five O'clock Club

Charlie Barnet Or Caiely Club Zorita Raquel Jeannie Christiary Ivan Starr Len Dawson Orc Chas Victor Orc Flo Parker Patty Lee

Sans Souch Mofel Feeundo Rivero 5 George Hopkins Anne Barnett Sacaras Ore Ann Herman Ders Saxony Hotel

Joanne Wheatley Val Olman Ore Bernie Mayerson Ore

Orc Tony De La Cruz Tony De La Cruz Tony & Dee Vagabonds (10b Vagabonds 14) Maria Neglia Condos & Brandow Ellssa, Jayne Frank Linale Orc Eleanor Guipo Royal Tahitants Paul Goupil

MIAMI-MIAMI BEACH

Clover Club
Lillian Roth
Guy Marks
Dolores Renay
Ted Lawrie
Tony Lopez Orc
Seima Harlowe Line
Latin Casine
Hal Winter
Lillico Hal Winter Filico Antonio & Rosita Sun Sun Babae Rev Harem Club

Antonio & Rossia
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Harem Club
Immun Barton
Irincess Tara
Camile Stevens
Ine Taylor
Ginger Marsh
Leon & Eddler
Babe Baker Rerus
Sandra Berton
Kitty O'Relly
Pat Clayton
Joan & Eleanor
Perres O'Relly
Italph Gilbert
Don Charles Ore
Navilius Hotel
Fran Warren
Antone & Ina
Sid Stanley Ore
Joen Harnel
Paddock Club
Jimny March
Viss Memphis

LAS VEGAS, NEVADA Jean Devlyn Dnevs
Skinnax Ennia Ore
Djok Lerner
Joy Walker
Dollore Sker
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Desert Inn
Betty Hutton
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HAVANA

Obja Chaviano
Julieta & SamsonEmillia-Dago
Tropicana
Dick & Biondi
Emilio Ramil

Doris & Robert Margarita Robles Montmarte Rita Montaner Bolg de Nieve Elpidio & Marsot Barrancos A Monso Ballet

New Acts

= Continued from page 55 =

"Golden Girls of Vice" clubwomen.

House Reviews

Paramount, N. Y.

Les Paul & Mary Ford, Alan Dean, Tim Herbert & Don Saxon, Bobby Brandt, Russ Case Orch (15): "Clarge At Feather River" (WB), reviewed in Variety July

House is in okay b.o. shape this sesh. With a new depthie on the screen and a fave shellac team topping the in-person bill, plenty of wicket action is inevitable.

of wicket action is inevitable.

It's been about a year since Les Paul & Mary Ford played here, but steady stream of clicko wax has kept them in the forefront building a pre-sold aud. They stick to their hit Capitol biscuits for immediate recognition of each item in repertoire. Via electrically wired soundboxes and an extra offstage yoice (Mary Ford's sister), duo simulates its etching gimmickry for plus results. Wally Kamin gives them a strong assist with his slick bass work.

Open strong with "World Is

for plus results. Wally Kamin gives them a strong assist with his slick bass work.

Open strong with "World Is Waiting for Sunrise" and follow with a platter medley ("Mocking Bird Hill!," "Lover" and "How Hilgh the Moon") for top mitt. Get off neat renditions of "Vaya Con Dios" and "Bye Bye Blues" before going frivolous with instrument and voice on "No Place Like Home." It's a fine pacechanger and nabs some yocks. Wind big with "Hold That Tiger."

Other disker in layout, Alan Dean, is developing into a top crooner bet for vaudery assignments. Big voice, solid range and shy but stage-wise deportment add up to surefire bait. He broke it up at show caught with a songalog that included "Wrap Your Trouble In Dreams." "Luna Rosa," "Birth of the Blues," and "I Believe." Emotional delivery on latter won him shouts and aud pleas for another song. He compiled with "Without A Song" done just with a key-board accomp. It, too, hit home.

Comies Tim Herbert & Don Saxon don't bother to update patter or change their zanyisms. They don't have to They've got routin, down pat and deliver with suc'

ter or change their zanyisms. They don't have to. They've got routing down pat and deliver with suc't precision that it seldom fails to miss its mark. Herbert's elowning is neath complemented by Saxon's straighting and the two movacraftily to a good exit mitt with a hokey softshoe bit.

Bobby Brandt warms up the crowd in the opening slot with his effortless terpology. Assured and graceful, he blends vintage cleat work with some standout modernisms and nipups. Gets on after interpretive dance routine to "Hot Canary." His flips in clos-

modernisms and nipups. Gets on three interpretive dance routine to "Hot Canary." His flips in closing sequence are tops.

Maestro Russ Case has surrounded himself with five reed, three rbythm and six brass to handle the showbacking. It's done with taste as is his sole instrumental display, "I've Got Rhythm." Gros.

Olympia. Miami
Miami, July 13.
Freddie Stewart, Joe Morris &
Co., Revald & Rudy, Moria & Val.
der, Daviny Shaw, Les Rhode, House
Orch: "Desert Song" (WB).

"Golden Girls of Vice" clubwomen. But others tend to lag and a couple fit into the more stereotyped vein. Gal was very will received on preem might, mainly because of a delegation of Texans who scened to make it their business to attend the opening. But she so got the proper nursing could place the luther proper nursing could place the luther bistros and television. Chao.

JACK WASHBURN

Roxy, N. Y.

Arthur Knorr production of "Boardwalk Fancies." with Larry Criswold, Trixie, Peggy Wallace, Lon Hall, Marc Nelson & Tommy McGhmis, Skating Blades & Belles. (24). Roxy Choraleers, Bob Boucher House Orch; choreography, Chester Hale; costumes, Michi; vocal director, Ray Porter; "Gentlemen Prefer Blondes" (20th), reviewed in Variety July 1, '53.

Gentlemen Prefer Blondes* (20th), reviewed in Variety July 1, '53.

The Roxy takes on a holiday atmosphere with the new layout. Certainly, that feeling is prevalent at the boxoffice and the stageshow picks up that spirit of gaiety with its icer built around Atlantic City. The show has an excellent centrepiece with Larry Griswold, a talented newcomer further discussed under New Acts. Griswold in providing the focal point of the show has an act that encompasses fine sight comedy for terrific results. There's another new face in this show in Peggy Wallace, also under New Acts.

The rest of the show has good performance and atmospheric values. The seaside motif provides a peg for an oldtime bathing number, always a pleasing item. In addition, the houses skating contingent comprising 12 girls and an equal number of boys shows a fetching ballet number which makes good use of classic movements on ice. There is a specialty by Marc Nelson and Tommy McGinnis, who impress with a good bit of precision gliding.

The opening trick is by Trixie, who used to juggle at this house without benefit of ice. Since transferring to the frappe, she's been working on skates and is considered one of the top standard specialties in this field. On show caught, Trixie wasn't at her best, kept missing a few tricks, but on the major items she showed her skill at manipulations.

The Roxy line has been excellently routined by Chester Hale, He moves the Skate brigade around imaginatively, which results in plenty pittypats.

Arthur Knorr's overall production design and stagecraft provide another fine show in this Dave Katz - manage operation. Bob Boucher house orch showbacks excellently.

Palace, N. Y.

Rosales Sisters, Leslie Gaines, Sheldon & Burnett, Orlando de la Rosa Quintet, Maurice Colleano & Co. (4), Capt. Hryer & Starless Night, Eddie White, Tokayer Troupe (6), Jo Lombardi House Orch; "Great Sioux Uprising" (U).

Fresh bill at the Palace is in the

Fresh bill at the Palace is in the same familiar groove as preceding cards at this vaudefilmer. There's an aero turn to tee off the layout, several comedy, dance and novelty acts, follow, while a Danish teeterboard troupe closes the semester. Two of the more impressive turns are Maurice Colleano & Co, and the Orlando de la Rosa Quintet. Spotted fifth, the Colleano quartet is a veteran foreign comedy-acro nuit which is a Palace repeater.

In fourth position, the de la Rosa Quintet, comprising two gals and three males, displays a fine choral repentoire of numbers in the Latino idiom. Group is flashily costumed. Two couples capably handle the song-and-dance chores while the fifth member provides piano accompaniment. Act is well received.

Rosales Sisters, the opening active appearance at the RKO site. The heavier sister balances a pole on her shoulders while her lissome partner executes a variety of difficult perches from aloft to met a good reception.

Bobby Sheldon & June Burnett, longtime comedy turn, score nicely in the trey via special material stores.

Strawhat Season in Steady July Pace; Records Still Being Set

Stockbridge, Mass. July 21.
Fay Bainter's initial bow to Berkshire Playhouse playgoers proved a sock draw for the house. Starring in the former Grace George vehicle, "The Velvet Glove," Miss Bainter rang up a \$5,650 gross last week, for the best week in the theatre's history, topping the previous record held by Kay Francis. Featured were Gage Clarke and Mary Jackson.
Director William Miles immediately signed Miss Bainter for a return starring date, Aug. 3, in the new Sidney Michaels comedy, "The Three - Toed Pony," for which Romney Brent has been signed as

new Sidney Michaels comedy, "The Three-Toed Pony," for which Romney Brent has been signed as the featured player. Katharine Alexander opened last night (Mon.) for a week in Noel. Coward's "The Marquis." Featured with her-are her daughter, Barbara Brady; Edward Andrews and Gage Clarke.

'Blondes' \$6,760, Saratoga

Blondes' \$6.760. Saratoga Saratoga, N. Y., July 21. Producer John Huntington scored the Spa Summer Theatre, for he third consecutive week, when Gentlemen Prefer Blondes," Milon Lyon package show, grossed 6,760 in the 578-scater at \$3 top. twas the second best July figuren Huntington's seven years of peration here, and top for a musical in that month. "Kiss Me Kate" utiled about \$6.200 last July. Production featured Avril Genles and Beverly McFadden as orelei and Dorothy, respectively, ucia Victor directed the packager, larding Dorn, the choreography and musical ensembles.

ding Dorn, the chorcography musical ensembles.

Falk-Capp Silos Okay
Boston, July 21.
Biz continued to hold up nicely
the Lee Falk-Al Capp silos last
eek, with Farley Granger, starng in "John Loves Mary," pullg a slick \$10,200 into the Boston
unmer Theatre coffers. This is

(Continued on page 58)

Bishon's Co. Busy in S. Cal. With Chris Fry's Plays; Bowl Dates Set for 'Boy'

tes next month in Southern Ca rnia in the title role of Christ er Fry's "The Boy with a Cart ow will be presented by the Show will be presented by the Bishop's Co., Southern California drama-in-the-church group, in three August presentations at Rediands, San Bernardino and Romana Bowls, each seating about 5,000. Council of Churches in those areas is sponsoring the play.

Meanwhile, Methodist Bishop Gerald Kennedy, who sponsors the interdenominational, interracial group, announced that Elizabeth Kern, assistant director of the 1951 Broadway production of Clare Booth Luce's "Child of the Morning.". will direct Christopher Fry's "Thor with Angels," set for Aug.

ing." will direct Christopher Fry's
"Thor with Angels," set for Aug.
2 trial date at the 3,300-seat First
Methodist Church.
Henry and Joan Wilcoxon are
presenting his original play,
"Where is Thy Victory?," currently
in local churches. They plan to
bring out "Spiritual Highlights" in
September, to include sketches
from "Song of Songs" and "Bambi" and an adaptation of Wilde's ong of Songs' and "Bambi" and an adaptation of Wilde's "The Happy Prince." The Wilcoxons are presented under the auspices of the Bishop's Co.

ANTA Membership Drive Brings Total to 2,260

Membership of the American National Theatre & Academy, object of an intensive drive, had reached 2,260 last June 15. That's an increase of 114 over the total as of last Feb. 11. Efforts to re cruit additional members are continuing,

Present membership totals resent mempership totals in the various categories, with the Feb. 11 figures indicated in brackets in each case, are as follows: Individual, 1,943 (1,839); contributing individual, 64 (68); sustaining individual, nine (nine); member groups, 136 (128); sustaining groups, 136 (128); sustaining Oups two (two): library RPOUPS two (two); library members, 23 (17: partic/ating individuals, three_two!;—life=members,—including Actors Equity, Drama Study (Tub. Council of the Living Theatre, 80 (81).

Equity Preps Program For Coast High Schools

Hollywood, July 21.

highschool assemblies is worked out by the Coast Equity office in a new move to heighten work prospects for thesps in this auditoriums around Southern California, with the thesps re-ceiving scale for their appearances the schools paying a flat rate for

Tentative plans call for con-densed versions of classics or hit plays to be presented in a 55-min-ute program tagged "Equity Scrap-Productions would be built

'Flagg' Still Set As B'way Returnee

nounced for new shows, the management of "Hazel Flagg" still plans to reopen the musical Sept. 1 at the Hellinger, N. Y., with them as costars. Both are under run-of-the-play contracts through that date, but could give two weeks' notice thereafter.

notice thereafter.

Mitchell was announced carly this week as set to star in "Blow the Man Down," James Withers Elliott's scheduled production of a new comedy by Stephen Gross and Mildred Merrill, with Mildred Natwick slated as costar. Contracts with both players will be signed "within a few days," it was stated. Rehearsals are to start Aug. 31, with a road tour starting Sept. 24 and the New York premiere in mid-October.

miere in mid-October.

Whiting has been announced as costar in "To Charlie, with Love," Peggy Phillips' comedy to be produced by Peter Glenn, with Morton Da Costa staging. It is also slated to start rehearsing Aug. 31, with a tryout opening Oct. 1 and the Broadway preem set for Oct. 19. In the case of Whiting, he has told the "Hazel" managementhe is "interested" in the Phillips comedy, but hasn't signed for it. "Hazel." which recessed July 4.

"Hazel," which recessed July 4, was first announced to reopen Aug 24, but the date was subsequently set back to Sept. 1. It's figured that if there is insufficient ingured that it there is insurface interest in the reopening, as evidenced by a small advance sale, the musical may be sent directly on tour. Management denied the possibility of not reopening the production at all.

32G PROFIT THUS FAR TO 'SEASON' BACKERS

Backers of "The Fifth Season" have just received another dividend of \$20,000, bringing the total distributed profit on the show to \$32,000 thus far. Venture was capitalized at \$60,000.

Sylvia Regan comedy, produced by George Kondolf with Menasha Skulnik and Richard Whorf costarred, is in its 27th week at the Cort, N.Y.

B. Kraft, in Pic Version. Now in L.A. Legit 'Kismet'

Hollywood, July 21.

Hollywood, July 21.

Beatrice Kraft, who had a dance spot in the film edition of "Kismet" in 1944, will be featured in Edwin Lester's musical version of the show, which plays Civic Light Opera engagements here and in San Francisco this summer, prior to a Broadway run in the fall. She's recently been doing a terp of with two unbilled men plays

Earned \$145,115 Profit

share, a return of over 181% on their \$40.000 investment.
Production cost of the show was \$33,552, but there was a \$5,026 profit on the tryout tour, so the opening night cost in New York was \$28,526. After an initial presentation at Central City, Col., during the summer of 1951, the revival had a 139-performance Broadway run in 1951-52, and made a coast-to-coast tour last so

Uncertain 'Joey' Status in Chi

co-producer, Jule Styne, was con-sidering closing the Rodgers-Hart musical, flowever, the two-season contracts with the principals ex-tend through Aug. 31, so the man-agement would have to pay two weeks extra salary. If the show were to close before their, Mean-maths and director rowallies while author and director

white, author and director royalties are waived and the theatre terms have been modified.

If prospects improve in the next, few weeks, the idea is to wind up the "Joey" run here in September, then go to Detroit for the first stop in a tour extending to the Coast through the balance of the 1953-54 season, However, the Detroit stand is planned as a door-die test, if

rail, transfer expenses, etc., is a questionable bet.

Revival had a 540-performance run on Broadway. The 1940-41 orig-inal played 374 performances on Broadway and subsequently flopped

LOGAN WANTS POOL FOR BRITISH 'WISH'

the insistence of Joshua Lo will have the onstage swimming

pool, similar to that used in the Broadway production. Marshall Jamison, Logan's directorial assistant, will handle the staging in the West End.

Because of the show's American colloquialisms, particularly its New York flavor, British producer Jack Hylton wanted to give it a provincial tryout tour. So he advocated eliminating the swimning provincial ryoli four. So he advo-cated eliminating the swimining pool, which similarly stymied such a preliminary, test for the Broad-way original. As co-author (with Arthur Köber and Harold Rome), co-producer and director of the show, Logan could and did insist on the pool shower. pool, however.

British edition is slated to go into rehearsal about Aug. 15 an premiere, probably at Hylton Adelphi Theatre, in mid-Septem ber. Ken Later, who arranged to Hylton to produce the show in Eng land confirmed the deal last week

McMullan OSU Guester Columbus, July 21. Frank McMullan, Yale U. pro-fessor of drama, is guest director for "Kind Lady." fourth production the arena-style Stadium Theatre Ohio State U, Play opens to-ght (Tues.) and runs through

mg mostly cate dates, but was lot merly with her sister and Jack Cole. Latter is doing the choereography for "Kismet."

Alfred Drake and Doretta Morrow are costarring in the musical. der the tiers of Ohio Stadium.

Cornell's 'Constant Wife' Stratford on Avon (Canada) Does Self **Proud With Spectacular Bard Fest**

Olivia Wary of B'way With Her Tryout 'Hour'

coast in the French adiapta-tion, "The Dazzling Hour," under Jose Ferrer's direction, will star in the play next week at the Actors Theatre, La Jolla, Cal, but is not committed to appear in it for the contemplated. Broadway produc-tion next fall.

Latter depends on how the Coast gagement goes and "if I manage get up chough courage to ven-re again," she says. Film actress

Piaf, Peals Eyed For Ratoff's '7th'

the original Janet Gaynor-Charles Farrell's traight film leads.

Ratoff, who staged "Fifth Sea-son" concurrent on Broadway, wostponed his own production of Everett Freeman's "48th St." in favor of "Seventh Heaven"—In it-self a unique numerical coincle dence in thies He'll do "48th St."

a. Broadway-localed play) after Heaven." Victor Young composer of the "Heaven."
Victor Young, composer of the score, is due from the Coast Aug. 3 to confer with Stella Unger, tyricist and collaborator with Victor Wolfson on the libretto. Miss Unger one conaborator with Victor Wolf-son on the libretto. Miss Unger-who figured in getting the legit music rights from John Golden producer of the Austin Strons play opiginally, is a general part-ner in "Seventh Heaven." but Munson is the lone producer. Lat-ter is now looking for a choreog-rapher, but that may wait on the Plat-Peals decision. (Understood that the French chanteuse who bowed out of returning to the Var-

MERMAN TO HEADLINE TEXAS VARIETY LAYOUT

expos veepee, charles R. Meeker, Ir., through Music Corp. of Ameri-ca, is for 24 performances during the fair's 16-day run. Meeker, who will produce and

with Miss Merman who now resides in Colorado.

Although no financial details were announced, understood Miss Merman accepted a percentage offer. In 1952 Martin & Lewis, in 24 shows at the expo's auditorium, took out \$171,700 on a sliding deal when the total boxoffice take was \$255,239. Comics paid supporting acts, however, from the boff cut.

Nebraska Bow
Omaha, July 21.
"Night Must Fall" opened Lincoln's Hayloft Summer Theatre last
week (14).

| Week 114. | Fraynouse, Trenning, Mass. | Randy Yorke and Rich Miller | "Appearance" will begin a si were leads in the Emlyn Williams | Week tour Monday (27) at the No lopus. | Wich (Conn.) Summer Theatre.

Most young boys and girls hav an urge for show business, to to out in mother's and dad's clother

of when the Canadian Facing R. Atains decide to blow long d deep all during the first act "Richard III," the opening night

When Patterson had wrapped u his building package, he then wei after his opening shows a re-sock festival, as he visualized i He convinced Tyrone Guthrie, ou vinced Guthrie to bring along Alec Guinness, the actor; trene Worth, Continued on page 60)

Ex-'Flanders' Mgr. Zevin Suing Producers on Pact Breach; Action May Wait

Harry Zevin, former general manager for Paula Stone and Michael Stoane, is suting them for alleged breach of a contract for him to manage "Carnival in Flan-ders," new musical which they are presenting in partnership songwriters Johnny Burke Jimmy Van Heusen,

An attachment of the sl funds is recorded, but ever concerned says that the coin not actually been tied up yet.

Zevin claims that his contract with Stone & Sloane calls for 5' is of the "Carrival" profits, plus \$300 weekly salary prior to rehearsals and \$250 thereafter. He says that and \$250 thereafter. He says that when Burke and Van Heusen, wh supplied the show's songs; entere the production setup they agree to a deal changing his salary to \$275 both before and after the

\$275 both person opening.

Since May 29, the plaintiff asserts, he has not been permitted to perform his duties as general manager and production supervisor, although he declares that he additional accountable with 65 artists, and the CLO for

Suit asks for an accounting or a flat \$25,000 for his percentage plus \$275 a week for as long as the show runs.

Dagmar Done With 'Loco,' Switches to Personal

Strawhat Reviews

Buffalo, July 15.

Maude Franchot and Herman Krawlitz production of comedy in three acts by Figure 15 from Meyers. Directed by Stanley Ackerman. Setting by Penelope Goldart. At Nisagara Falls (Ont.) Summer Theaters of Meyers. Directed by Stanley Ackerman. Setting by Penelope Goldart. At Nisagara Falls (Ont.) Summer Theaters of Meyers. Directed by Stanley Ackerman. Setting by Penelope Goldart. At Nisagara Falls (Ont.) Summer Theaters of Meyers. Directed by Stanley Ackerman. Setting by Penelope Goldart. At Nisagara Falls (Ont.) Summer Theaters of Meyers. Directed by Stanley Ackerman. Setting by Penelope Goldart. At Nisagara Falls (Ont.) Summer Theaters of Meyers. Directed Franchis Meyers. Directed Franchis Meyers. Meye

sibly add any stature to a child actress of her type and background. This isn't to say that the production and performance are not pleasantly acceptable or that hordes of adolescents aren't going to like it. On its showing here, they are and they did. The proceedings are assisted notably by the prescence of Barry Truex as the gauche Dexter, the heroine's loyal boyfriend, by William Meyers' Father, and by Louis Shalle's pestiferous youngiling, which is still very funny, but which in this additorium was frequently inaudible. The local Jill Cornblum is also quite mentionable. But, of course, it is Miss O'Brien whom they come to see and whose autograph they yearn to acquire. It is only for a few of their elders that the performance points up the pitfalls and perhaps some of the tragedy of growing up in the theatre. Burt

The Postman Always

Rings Twice

Hings Twice
La Jolla, Cal., July 17.
Jolla Playhouse production of drama
ree acts by James Cain, based on his
ended by James Cain, based on his
l. Setting by Bill Martin, Inglet,
y McGee, At La Jolla (Cal.) Playe, July 14, '53; 34.21 top.
Papudakis Jean Parker
Papudakis Jean Parker
Ropadakis Ginnes Kincald
Policenan Ginnes Kincald
Policenan Russ Conway
ett Horace MedMahon
Gordon Kenneth Tobey
etary Mary Hahnrance Man Prank Marjudh

Theatre, Westport, Conn., Saturday (18).

Except for the fine performance of Sam Jaffe in the title role, the production, adapted from Andre Obey's 'Noah' by Harold Winston, who directed, is amateurish even by off-Broadway standards. Somewhat altered in this presentation, play is a semi-philosophical version of the Bible story, written with a lightness of touch completely absent in these lumbering antics, which seem more suited to the gymnasium than to the stage. Although only three-fourths of the play was presented due to the illness of the star, heavy-handed pacing made it seem at least 40 days and nights long. (Jaffe fainted from the heat, and show was called off, as well at the Sunday night performance.)

Jaffe gave a sensitive, appealing performance as Obey's hero, who combines earthliness with spiritual dedication. But his supporting crew didn't provide much help in the self-conscious didoes suggested for them by the direction. As Noah's son Hain, Yale Wexler seemed to lack all comprehension of the character; Richard Balduzzi was an embarrassingly sprightly Japhet; Hope Sansberry gave the impression of a soap opera sufferer rather than a Biblical matron; Norman Keats' gangster-like caveman was more Biblical matron; Norn gangster-like caveman gangster-like caveman was more comic than menacing, and Janine Claire as Sella was unconvincing. Lenore De Koven as Ada and Allen Derrick as Shem were and Allen

ceptable.

Realistic set by Cleon Throckmorton was at odds with the non-realism of the play. Barbara. Carpenter's costumes and masks were helpful, but nothing except a new production of this play for Jaffe could save "The Voyage of the Ark" from sinking.

Grif...

Legit Followup

South Pacific

(BROADWAY, N. Y.)
"South Pacific," revisited last
Thursday (16), in its 217th week
on Broadway, provided no letdown, Although the high voltage Third production of La Jolla season is James Cain's second effort of dramatize his hard-hitting novel. In 1936 Richard Barthelmess starred in the first attempt, which ran 7 performances at the Lyceum Theatre. Film version starred the late John Garfield and Lana Turner in the Harry Ruskin and Niven Busch escreenplay. It was produced by Metro in 1946. This time, Cain tried to simplify the construction, deleting such scenes as the auto crash on stage in the original Broadway version. Result of patchwork is a confusing play Jacking in cohesion and direction: A blend of "Postman" and "Double Indemnity," meller points difference in touch of novelist and dramatist, for the Cain dialog doesn't crackle on stage as it does on paper. As it stands, there's little hope for "Postman" to ring on Broadway again, unless considerable rewriting is affected after numerous break-ins.

Cast can't help but be bogged by the play's weak construction, but

viction.

Sentimental journey back to "Pacific" provides its greatest wallop via spirited presentation of the overall show. Charter members of the cast and relative newcomers alike, despite longevity of run, showed no sluffoff tendencies during performance caught. Still doing a standout featured job is Myron McCormick, whose timing with the comedics seems actually to have improved.

No-need-to-recap-the-multiple-

Rice Not Due Back on Post Drama Job for 2 Months

Vernon Rice, N. Y. Post drama editor, is not due to return to his job for about two months. His condition is reported "much improved" at Medical Arts Center, N.Y., where he has been a patient since having a heart attack about two weeks ago. He's expected to be hospitalized about a month longer, and will then have to rest at home for several more weeks. During Rice's absence, Richard

at home for several more weeks. During Rice's absence, Richard Watts, Jr., Post drama critic currently in London, is writing three columns a week for the department, and Marcy Elias, from the regular news, staff, is handling routine legit news. Ben Rosenberg, amusement editor, is due back next week from vacation.

Barn Notes

Ernestine Perrie will direct the Sea Cliff (L. I.) Summer Theatre tryout of Anne Marie Barlow's "On Cobweb Twine," scheduled to preem there Aug. 17, with Jeffrey Lynn and Mildred Natwick costarring.... Vicki Cummings will costar with Gene Raymond in H. Clay Blanck's production of Bruce starring.... Vicki Cummings will costar with Gene Raymond in H. Clay Blaney's production of Bruce Brighton's. "Be Quiet My Love." slated for a pre-Broadway tryout week of Aug. 3 at Playhouse Theatre, Somerset, Mass.... A trio of new one-acters will be offered at the White Barn Theatre, Westport, Conn., Sunday (26). Slate includes Alexander Kirkland's. come dy, "The Veranda." Albert Dickason's meller, "Dinner in Black" and Lucile Ann Makowsky's fantasy, "From the Top of the Ferris Wheel."

"From the Top of the Ferris Wheel."

Max Eisen and Arthur Gerold are flack and general manager, respectively, for St. John Terrell's Music Circus, Lambertville, N. J., with Bill Doll handling national publicity for the operation.

Kenneth Nelson has been signed by Michael Stewart to star in "Solomon Grundy," which will have a pre-Broadway tryout at the Arena Theatre, Rochester, N. Y., week of Aug. 11. Show is also slated to play for three weeks beginning Aug. 25 at the Corning (N. Y.) Summer Theatre. Berenice Welller is associate stage manager for the Washington Festival, being produced by Constance Bennett at the al fresco Carter Barron Theatre, Washington Marla Ray is lead femme at the West-chester Playhouse, Mt. Kisco, N.Y., this season. She's currently head-lining there in "Affairs of State."

lining there in "Affairs of State."
Nancy Andrews, costar of the vacationing "Hazel Flagg." is filling in with guest appearances in "Hit the Deck," "Gentlemen Prefer Blondes" and "Call Me Madam." at the Sacramento (Cal.) Music Circus... Ernestine Perric, a former Broadway stage manager, is joining the ranks of femme directors with a string of barn staging stints at Sea Cliff, L. I., and elsewhere.

with a string of barn staging stints at Sea. Cliff, L. I., and elsewhere.

Norma Winters, who was White Barn Theatre's leading lady its first two seasons, is returning to the strawhat near Pittsburgh next week for two shows, "Gigi" and "Stepping Sisters." For the last couple of years, she has been with Margo Jones' company in Dallas ... Jack Goode, doing "Naughty Marietta" this week for Pitt Civic Light Opera Assn. is going to Louisville Aug. 3 for "Louisiana Purchase". "Moon Is Blue" was capacity at two Pittsburgh district strawhats, Mountain Playhouse at Jennerstown and White Barn, so they're both repeating it for another week in September. Patricia Ferris, ingenue at Pitts White Barn Theatre, just announced her engagement to Budd Charles, nitery singer and stepson of Muggsy Spanier.

Charles, nitery singer and stepson of Muggsy Spanier.

George Hamlin, formerly of Dock Street Theatre, Charleston, S. C., makes bow at Stockbridge, Mass. in "The Marquis" this week. Kendall Clark, onetime resident member at the Berkshire Playhouse, returns Aug. 10 as a featured player in "Affairs of State." Eleanor Wilson will also be featured in the same opus.

Dorothy Sands is featured in support of Viveca Lindfors and Barry Sullivan in "Bell, Book and Candle" at the Spa Summer Theatre, Saratoga, N. Y., this week. Cast also includes Michael Sivy and Clyde Waddell.

Frear Park Sked

showed no sluffoff tendencies during a standour featured job is myron McCormick, whose timing performance caught. Still doing a standour featured job is Myron McCormick, whose timing performance is the play's weak construction, but Norman Lloyd's direction is excellent—and-performances—are-surprisingly able, with top laurels to Don Taylor. Handsome film theep, here continues as kingpin of musicals. The Frear Park Sked

Troy, N. Y., July 21.

The Frear Park Sked

Troy, N. Y., July 21.

The Frear Park Sked

Troy, N. Y., July 21.

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Troy, N. Y., July 21.

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Troy, N. Y., July 21.

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Stràwhat Season

Lady' Burns Up Philly
"The Lady's Not For Burning,"
Christopher Fry comedy, with Uta
Hagen, teed off last week with the
slimmest first-night of the Playhouse in the Park's second summer
season here. But show zoomed to
capacity at second performance
(14), aided by uniformly enthusiastic notices, and continued at the
same high level throughout the
week.
This week's attraction is Andrew

same high level throughout the week.

This week's attraction is Andrew Rosenthal's comedy, "Island Visit', (formerly "Horses in Midstream"), with Cedric Hardwicke and Lili Darvas costarred. This is a package job, with none of the Playhouse's regular repertory company represented in the cast.

Gerald Savory, who has directed all of this season's plays of the tent theatre in West Fairmount Park, and staged most of last year's, takes a two-week vacation starting next week. Don Hershey takes his place to direct "Charley's Aunt," week of July 27, and George Kelly's "The Show-Off." week of Aug. 10. Former has Roddy McDowall as star and latter has Leon Janney.

Salt Creek Mishan

Salt Creek Mishap
Chicago, July 21.
Except for the unexpected cancellation of two performances due to her sudden illness, Mary Astor's "Biography" at Salt Creek Summer Theatre would have grossed a fine \$9,000 last week. Show drew well to both evening and matinee performances.
Producer Marshal Migatz of the Salt Creek strawl.atter announced bookings for remainder of the season. Buddy Ebsen and Carleton Carpenter do "Mr. Roberts," beginning July 27; June Havoc plays in "Affairs of State," Aug. 10; Ethel Waters does. "Member of the Wedding," Aug. 17, and Judith Anderson comes in for "Family-Portrait" on Aug. 24. Billie Burke has been pacted to end the season in a return engagement, after her "Life With Mother" last month garnered a record \$12,000 here.
Current production is "Private Lives," with Gene Raymond and Vicki Cummings, who are concurrently, rehearsing "Be Quiet My Love," which opens on Broadway in the fall.
Tony De Santis, producer of the Drury Lane strawhatter, announced that one of Margaret O'Brien's two weeks in "Kiss and Tell" has already been sold cut. Show is skedded for Aug. 17.

'Salesman' \$1,500. Reading.

"Death of a Salesman," presented by the Berks Players at the 355-seat Green Hills Theatre here, was slightly off the pace at \$1,500 last week. Attendance at Saturday's matinee session was again sparse and it may be dropped.

The troupe, in its second season at Green Hills, opened Oscar Wilde's "The Importance of Being Earnest" last night (21) with Jim Scott in one of the feature roles. Scott spent six months with the Circle in the Square's production of "Summer and Smoke" in New York and Philadelphia before coming back here.

Ing back here.
The old melodrama, "Sidewalks of New York," opens next Tuesday (28) with Joseph Bird, Charles Schulte and Francine Toll doing the heavies.

'Bell' \$6,900, Asbury Park Asbury Park, N. J., July 21, "Bell. Book and Candle," with Viveca Lindfors and Barry Sulli-van starred, took in \$6,900 at the Savoy Theatre here last week. Jeffrey Lynn in "Mister Roberts" is current.

'Nina' \$4,700, Andover
Andover, N. J., July 21.
Hot weather cut into last week's
take at the Grist Mill Playhouse
here, with Edward Everett Horton
in "Nina" pulling in \$4,700 for
seven performances.
Claire Luce is current in "Bell,
Book and Candle."

"Roberts' 4G, Atlantic City Atlantic City July 21.

"Mister Roberts," with Dick Van Palyhouse next W and Thursday (30). Site a

top gross at the 917-seater for the season. House is scaled at \$3 top. "One Thing After Another" is current.

"Carousel" scored strongly at the County Playhouse, Framing-ham, nabbing a tasty \$13,500 at the 1,400-seater, at \$3 top. "Annie Get Your Gun" is current.

"Another Manager Street" early in the month. Offering this week is Priscilla Gillette, in "The Philahouse in suburban Somers Point, "The Desert Song," with Lawrence

is Priscilla Gillette, in 'The Philadelphia Story.'

At the Gateway Musical Playhouse in suburban Somers Point, 'The Desert Song,' with Lawrence Mitchell and Bettejane Townsend playing the leads, reported \$8,000 gross in the 1,500-seater, Both houses have a \$3 top.

"Call Me Madam" will be the fourth musical of the current season at the Playhouse, opening tonight (21). "Merry-Widow,' Gentlemen Prefer Blondes." 'Annie Get Your Gun' 'Song of Norway' and 'Show Boat' will be offered in that order.

Penna. Split-Stands
Easton, Pa., July 21.
The Manhattan Stock Co. opened its sixth season last week hereabouts with Priestly's "Dangerous Corner." Company plays three days at the Milford Theatre, Milford, Pa., and two days at Haubert Playhouse, Newfoundland, Pa., each week.
This week's production is "The Second Man." Next week's is "Accent On Youth." John McCabe is producer-director. He formerly taught dramatics at Wayne U. in Detroit.

Detroit.

Play Abroad

Paris-Galant

Paris-Galant
Paris, July 16.
Mitty Goldin production of revue in two acts (30 scenes) by Jean Givais and Reunge, Directed by Givais and Henge, Directed by Givais and Henge Music by Goldin; musical arrangements and orch director, Marguerite Legros; choreography and costumes, Lusko; sets, Pellegry.
Features Edith Georges, Les 3 Bonos, Nadine Tallier, Sylvie Rameau, Georges Chauvier, Maurice Vamby, Lydie Calmols, Lill Vermorel, Christine Richard, Paulette Clintrat, At Theatres des Capucines, Paris, July 16, 53; 33 top.

Cintrat. At Theatres des Capucines. Paris. July 16. '53: \$3 top.

"Paris Galant" is a new edition of the annual intimate show Mitty Goldin puts on to keep his Capucines house occupied during hot weather. Last summer's edition did good enough biz to warrant holding it until Xmas, after which Marc-Gilbert Sauvejon straight comedy, "13 at Table," went in and ranuntil June. "Table," a click, is due back for return engagement at Capucines in October, so present tenant's stay is limited.

"Galant" is a standard small-scale revue designed for standard tourist taste, and as such should prosper. It takes no risks in introducing anything novel that might interfere with long-approved routine. There is the usual boudoir biz, some miniature spectacle numbers, a sextet of buxom wenches, who double by appearing in both sketches and chorus and a trio of funnymen, Les 3 Bonos.

It is pleasant if familiar stuff to the initiated, but its main appeal is to customers whose knowledge of French and French intimate revues is not extensive. This formula has been in operation since the Franco-Prussian war, but it still pays off.

There is a sketch, "The Way Tourists Impeine Paris" in which

has been in operation since the Franco-Prusian war, but it still pays off.

There is a sketch, "The Way Tourists Imagine Paris," in which the gals and even the boys are seen going about the streets of Paris bare-breasted in broad daylight. There is an unchanged burlesque show skit in which a humble clerk, inheriting a magic wand from an Indian fakir, is able to indulge his sex urge and also kick his boss in the slats. There is a blackout about a dumb babe trying to get into pictures and encountering casting-couch trouble. There is another about a vamp who gets the better of some gangsters: a ballet number in which two sailors go to sleep and dream of mermaids, and an eternal triangle variation.

Jean Givais and Hemge, the authors, have assembled a company of capable but not outstanding interpreters, and have staged their show in a snappy manner. "Paris-Galant." put on at low cost, should yield neat profit.

Curt.

Dekker Readings Set For Dobbs Ferry Houes

Abert Dekker will make his only N.Y. area appearance in his solo readings of humorous and dramatic material by American authors at the Dobbs Ferry (N.Y.) Playhouse next Wednesday (29% and Thursday (30). Show is scheduled to tour this fall, with universities and colleges included in the bookings.

Dekker's appearance at the Playhouse will mark the theatre's first departure from a regular

from a regular

Inside Stuff—Legit

Roger L. Stevens, the producer-realtor, planed back to New York over the weekend after concluding a \$37,000,000 real estate deal in Seattle. In partnership with Alfred R. Glancy, Jr., of Detroit, H. Adams Ashforth, of New York, and Ben Tohin, of Hollywood Beach, Fla., Stevens signed a 35-year lease for the Metropolitan Center, a business property owned by the U. of Washington. Stevens, who takes possession of the property in November, 1954, plans an extensive building and modernization program.

Stevens, who this week joined producer Robert Whitehead and realtor Robert W. Dowling in the formation of a new corporation to produce plays and operate theatres on Broadway, is also a member of the Playwrights Co. and a producer on his own. In addition, he is a prolific investor in legit productions, frequently with his realty partners Glancy and Tobin participating. Two years ago a group headed by Stevens bought the Empire State Bldg., N. Y., and last February purchased 28 acres of the Boston & Albany R. R. yard in Boston for development as a \$75,000,000 business and entertainment center.

Marlon Brando, who is touring the barn circuit as star of "Arms and the Man" for the relatively nominal terms of \$125 a week salary plus a percentage of the profits, reportedly has little to do with his own financial affairs. Although he set his own deal for the "Arms" tour, which was his own idea, he generally leaves negotiations to his agents, Music Corp. of America. Except for a modest drawing account understood to be \$150 a week, which he has with the agency, all his income is said to be paid directly to his father, a Nebraska cattle rancher, who invests it for him.

Rehearsing the dual scene in Noel Coward's "Bitter Sweet" last seek at the Toronto Melody Fair, the 1,800-scater theatre at the anadian National Exhibition, Andrew Gainey had to be rushed to the Toronto General Hospital for stitches across his chin when the word of Bob Shafer slipped out of control. Gainey played the role broughout the week, with wound covered by makeup.

'FACES' \$23,600, CHI; 'JOEY' UP TO \$22,900

Chicago, July 21,
Anticipated legit hypo in mid-immer showed first mild signs of aterializing last week. An ag-egate of about 10,000 ostcopaths

materializing last week. An aggregate of about 10,000 osteopaths and music merchants, in conventions here, helped.

Estimates for Last Week

Maid in the Ozarks, Selwyn (11th wk) (\$4.20; 1,000). Twofers keeping this in the black at \$10,700.

700.

New Faces, Great Northern (12th wk) (\$5.00; 1,600). Rallied last week to \$23,600.

Pal Joey, Shubert (\$5.00; 2,100) (8th wk) (Harold Lang). Hit \$22,-

Strawhat Tryouts (July 20-Aug. 1)

America, by T. C. Upham—Cape

iy (N. J.) Summer Theatre (21-

were filing attorneys

'Flanders' \$37,700, 'Dolls' \$20,100, L.A.

MET'S TAGLIAVINI MAY MAKE B'WAY PLUNGE

MAKE B WAY PLUNUE
Met Opera tenor Ferruccio Tagliavini may make his Broadway
legit bow next fall or winter in
"Blue Fever," a drama with music.
Show is slated for production by
Harry Elardi, a Brooklyn attorney
and friend of the singer.
Although the Equity bond for
the musical is posted, Tagliavini
hasn't signed a contract, but is reportedly rearranging his opera and
concert commitments to do the
legit stint. Musical has a book by
Cole Kamile and 21 songs by Frank

Fields, both of whom are new to Broadway. No director or designer are set. Ken Later agented the production deal for the authors.

Current Road Shows

(July 20-Aug. 1)

Carnival in Flanders (Dolores Gray, John Raitt) (Tryout)—Phil-harmonic Aud., L. A. (20-1). (Re-viewed in Variery, June 10, '58). Good Nite Ladies—Geary, S. F

20-1), Guys and Dolls (B'way Co.)-National, Wash. (20-1), Guys and Dolls (2d Co.)—Bi more, L. A. (20-1).

Maid in the Ozarks-Selwyn, Chi

New Faces-Great Northern, Chi

Pal Joey (Harold Lang)—Shubert, Chi. (20-1).

South Pacific (Jeanne Bal. Webb Tilton)—Shubert, Detroit (20-1).

Roundup \$1,580, Dallas

Roundup \$1,580, Dallas Dallas Dallas July 21.

The Roundup Theatre, new local resident Negro company, grossed \$1.580 for the six-show run of its opening production, "Walls Rise Up." recently.

The group's second show will be held in August, with Louis Veda Quince set to direct the production. Play will be selected from Lorent Weir wamong "One Foot in Heaven." "My Granny Van" and "Our Town." Albany.

'Waltz' Steady \$40,000; 'Ladies' \$13,500, Frisco

Civic Light Opera subscriptions held "Great' Waltz" almost steady with first week's grosse

Great Waltz, Curran (2d. wk), (M.\$4:80; 1,775) (Dorothy Kirsten, John Charles Thomas), \$40,000; previous week, \$41,000; Cood Nite Ladles, Geary (2d.wk), (C-\$3.60; 1.550), \$13,500; previous week, \$13,000.

'Dolls' in Merry \$41,000 D.C. Gait

Washington July 21.

engagement, "Guys And Dolls" rolled at a \$41,000 gait at the box-office last week Indications are that it will probably do \$40,000 or better for the final three weeks of its scheduled stay at the National Theatre.

Inffial week of "Annie Get Your Gun." at the Carter Barron Amphitheatre in Rock Creek Park was good for \$19,300. best gate the bowl has had since the \$30,000 of opening week. "Annie" is now in a second week.

Management of Washington Festival, which operates the Barron Amphitheatre, Scrapped three of its planned ont-week productions—"Rose Marie." "Itio Rita" and "Roberta." Instead, if announced, three others will, play for two weeks apiece, instead of the single week for which each was scheduled. These are "Brigadoon," "High Button Shoes" and "Carousel," Experience showed that the oldie operettas didn't draw and that one-week stands built up the overhead.

At Olney Theatre in suburban.

Mdy (N. J.) Summer Theatre (21-25).

Ancient Instinct, by Sigmund Miller—Theatre-by-the-Sea, Matunuck, R. I., (27-1).

Chintz and Chippendale, by Gordon Wholey—Sea Cliff (L. I.) Summer Theatre (27-1).

Dark Finale, by J. A. S. Coppard—Yardley (Pa.) Summer Theatre (21-25).

Froes of Spring, by Nathaniel Beuchley—Falmouth Playhouse, Coonamessett, Mass. (27-1).

Great Scott, by Easter Yaha and Robert Holton—Great Neck (L. I.) Summer Playhouse (27-1).

Indoor Sport, by Jack Barker Perry—Merry-Go-Round Theatre, Sturbridge, Mass. (21-26).

K. G., by Halsey Melone—Malden Bridge (N. Y.) Playhouse (29-1).

Make Momma Happy, by George Baxt—Monticelle.

'LOUISIANA' LOW \$27,500 FOR PITT STADIUM WEEK

Pittsburgh, July 21.

The weather was good last-week, but the critics said the show wasn't, so "Louisiana Purchase" wound up with the lowest take of the Civic Light Opera Assn. season so far at Pitt Stadium. It did only around \$27.500 in six performances, and most of that can probably be credited to presence of Robert Alda in the starring part. Others in the company with Alda were Zero Mostel. Vlola Essen, Holly Harris, Gabrielle and dance team of Fisher & Ross.

Unless things pick up sharply, project this year is likely to wind up the reddest yet. Not one of the first five attractions has made money, but rain can be blamed for a couple of them finishing out of the money. Current is "Naughty Marietla" with Brian. Sullivan.

K. G., by Halsey Melone—Malden Bridge (N. Y.) Playhouse (29-1).

Make Momma Happy, by George Baxt—Monticello Playhouse, Kiamesha Lake, N. Y. (21-26).

One Thing After Another, New England Mutual Hall, Boston (20-25). (Reviewed in Variety, July 1, '53).

Once Married, Twice Shy, by Lawrence Langner—Westport (Conn.) Country Playhouse (27-1).

Mr. Peepers, by Marrijane and Joseph Hayes—Port Players, Oconomowoc, Wis. (29-1).

Remember, Me, by Elaine Carrington—Tvy Tower Playhouse, Spring Lake, N. J. (20-25).

Scribblers Three, by Huntor Blore Beaton—Barter Theatre, Abingdon, Va. (30-1).

See You Tomorrow, by Ned Armstrong—Putnam County Playhouse. Mahopac, N. Y. (29-1).

Some Little Honor, by Josephine Bentham—Woodstock (N. Y.) Playhouse (28-1).

Strange Sanctuary, by Holloway Branch—Reginald Goode Theatre, Clinton Hollow, N. Y. (22-26).

Strike a Match, by Robert Smith—Cape Playhouse, Dennis, Mass. (20-25). (Previous tryout reviewed in Variety Aug. 27, '52).

Too Much Amphitryon, by George Ross—Putnam County Playhouse, Mahopac, N. Y. (20-24). Women Are People, by Milton Kramer—Great Neck (L. I.) Summer Theatre (20-25). of the money. Current is "Naughty Marietta," with Brian Sullivan, Rosemarie Brancato, Jack Goode, Ollie Franks and Shannon Bolin.

Bitter' Sweet \$17,300 In Toronto Tenter

Stage Costumes, Inc., and Century Library, Inc., of New York, have merged under the name of Century, Library, Inc. Klein & Weir were filing attenue.

Heat Wilts B'way, Despite Shriners; 'Can-Can' 51G, 'Me' \$47,700, 'S.P.' 26G, 'Itch' \$22,800, Skulnik-Whorf \$18,200

Utah Summer Festival Winds With 50G Take

Salt Lake City, July 21.

U. of Utah annual summer fes-tival grossed a disappointing near \$50,000 when it wound up its "Naughty Marietta" and "La Tra-viata" combo at Ute Stadium last

of its.

University has been combining opera with operated successfully for several years, using the shorthair to carry the longhairs Law year file bo, was okny, way "Kis Me Late" pulling in the catomers.

'Kate' 35G, L'ville; \$10,300, Fort Wayne

Burns.

"Kate" was staged by Edward Clarke Lilley, with Edward Hunt, musleal and choral director, Rollo Wayne, scenic designer, and William Holbrook, choreographer. Denis Du-For handled the entire

Fort Wayne, July 21.
All boxoffice records were shared in the four-day showing kiss Me Kate" by the Fort Waynight Opera Festival, Inc., Ju 0-13. Total attendance for it 10-13. Total attendance for the production in the Franke Park Outdoor Theatre was 7314, with gross hitting \$10.300. The Colé Porter musical brought such a demand for tickets that the original plans to offer it only three nights had to be changed, with a Monday show added.

The show starred Jeanne Beauvais, Paul Ukena and Robert Emet. Next production is "Chocolate Soldier," scheduled for July 24-26.

'Girl' Pleasant \$56,000 In Kaycee Al Fresco

Kansas City, July 31.

Steady turnout in the Swope Park theatre brought "Bloomer Girl" in at \$56,000 a pleasant figure, but a bit under pace set by previous shows on the Starlight Treatre schedule. "Bloomer Girl, as the fourth production, lived up a recently standards in layish cost-

clean statements.

Bo, prospects for the next few weeks are grim, but the annual pickup is due Aug. 17, with the possibility of at least as furry of action a week or so before that.

Estimates for This Week

'KATE' FINE \$40,000 FOR DALLAS SEASON'S MARK

'Winkle' Rips to \$48,000 In Its St. Louis Tryout

Morton Da Costa production in the al fresco Forest Park Theatre and piece wound up a one-week frame Sunday 19) with estimated gross cific," with Jeanne Bal and Webb Tilton costarred, drew a moderate were Winifred Heidt, Lawrence \$36,000 at the Shubert here last week, the eighth stanza of its local run.

Gröss was 1500

week, the eighth stanza of its losteffe. "No. No. Nanette" has been recal run.

Gross was 1.500 below the pre-vived for the fifth time and plece
ceding week, but about \$400 over teed off a seven-night stand last
the take for two weeks before. Inight tMon.).

Legit Bits

Pressagent Wolfe Kaufman has optioned, for production this season, "Mr. Byculla," Jo Eisinger's rected by Charles W. Christenberry dramatization of a melodramatic novel by Eric Linklater... Arthur schwarfz and Alan Jay Lerner have postponed until next season their proposed production of their own musical comedy version of "L'ill Abner," the Al Capp comic strip... Patricia Barry is signed for the femme lead, opposite Leon Ames, in "The Paradise Question," All playinght Eugene Lerner, who's spending a year in Europe to work Richard Maibaum Walter Hart comedy to be produced next fall by Elaine Perry, after a strawhatton.

weekend (17) were Julie Haydon and George Jean Nathan.

Playwright Eugene Lerner, who's spending a year in Europe to work on a new script, has been dividing his time between Paris and Rome.

Robert van Hooten, an actor in the resident company at the Houston Playhouse, is returning to N. Y. for a medical checkup and rest, after having a heart attack. Bob Herrman succeeds him with the Houston troupe. Lee Brode, veteran legit sign man who retired recently after a severe illness, has recovered and returned to his regular duties for incoming Broadway shows. Composer Lamar Stringfield, in town from Charlotte, N. C., for confabs with producers. David Aldrich and Anna Wiman regarding his background score for "Sodom, Tennessee," will also see about a possible production of his folk-musical, "Carolina Charcoal," and a ballet, with choreography by Ruthanna Boris, of his "Legend of John Henry. Samuef M. Chartock, doing business as S. M. Chartock, doing business. as S. M. Chartock well in an action brought by the National City Bank of New, York.

Doretta Morrow will play Marsinah in Edwin Lester's production by Elaine Perry, after a strawhattom.

Albert H. Fisher, rather than Huntington Hartford, 2d, will be the producer of "Daphne," new Thaddeus C. Suski play Meanwhille Hartford is writing a new dramatization of "Jane Eyre," to be titled "Shadow of the Past," to star his wife, Marjorie Steele Bruce Becker and Robert Ellis, who already hold the legit rights to Marcel Pagnol's "The Baker's Wife, have also optioned Jacques Deval's "Tonight in Samarcand," but haven't set an adaptor "The Winner," by Elmer Rice, has been added to the Playwrights Co. schedule for production in December.

cember.

Charles Isenberg, formerly with the William Morris and Flora Roberts agencies, has opened his own office to handle play and literary scripts. Bill Penn takes over today (Wed.) as the juvenile in "Fifth Season," succeeding Dick Kallman, who withdrew for nitery engagements as a singer. Eddie Blum is handling legit in the William Morris office during Charlie Baker's vacation. Paul Ross, editor-publisher of the Players' Guide, sails next Wednesday (29) on the Queen Mary for a two-nonth visit to England and ueen Mary for a two-to England and visit

month visit to England and France.

Shirley BaHard, a film and TV actress, will make her legit bow as Miss Morris, the secretary, and understudy to femme lead Louise King in the touring edition of Seven Year Itel." Charles Conaway and Raymond Leicht are "auditioning" backers for their proposed production of "Packaged in Paris," a musical comedy by George Marion and Harry Revel, budgeted at \$160,000, with provision for 20% overcall John van Druten sailed over the weekend for London to sit in on final castings and then stage the London production of "King and I."

"Daphne." a comedy by Thadders of Carlet.

and then stage the London production of "King and I."

"Daphne," a comedy by Thaddeus C. Suski, is announced for fall production by Huntington Hartford, 2d, who recently bought the Vine St. Theatre, Hollywood, with the idea of converting it as a legit house. Audrey Christie is standing by for Rosailand Russell, "Wonderful Town" star, who has been going on despite laryngitis. Edward Kook, head of Century Lighting, is vacationing at Martha's Vineyard Jed Harris, original director of "Crucible," dropped in once or twice to see individual scenes during the Broadway run, but never saw a complete performance since before the premiere.

Pressagent Arthur Cantor has sold two phota layouts to the Sur

ance since before the premiere.

Pressagent Arthur Cantor has sold two photo layouts to the Sunday drama section of the N.Y.

Times. Besides his various other current and future playwrighting projects. Paul Green has written the book for "Hoe Down," a musi

NEW PLAYS (2) WANTED

Recognized play spont wants at test two Unproduced and PREVIOUSLY UNREFRESE SENTED plays for sale to new Broadway Production, Unit, Comedy—Pramas. No MUSICALS: Ammediate option advance for right scribt. SEND. LETTER [188] for additional seript, Send Levien Figor im munional information, One to two-week readings, BOX V. 202, Variety, 154 W. 46th St., New York 36, N. Y.

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sent top critics like Brooks Atkinson, Walter F. Kerr and William Hawkins to cover the events. "Richard III" opened the fost in costumed glory: "All's Well" followed next night, in modern dress. "Richard," though spectacular, opened to mixed recently. ard," though spectacular, opened to mixed reception; an elegant

ey orset ueen Elizabeth uekingham

Catesby Edward IV

y n Margaret iby

Stratford

= Continued from page 57 =

the American girl who has had a big success in England, and a large technical staff, with several as-sistant producers. This last group spent weeks whipping into shape a

spent weeks whipping into shape a corps of capable Canadian actors as supporting cast. Result has already made history.

International Interest
Guthrie and Guinness chose "Richard III" and "All's Well That Ends Well" as their two productions, to alternate nightly from July 13 to Aug. 15. Fest attracted

July 13 to Aug. 15. Fest attracted international attention. New York

Richard III

Richard III

Stratford Shakespearean Festivat of nada Foundation presentation of drama William Shakespearean Staged by The Control of the Con

. Timothy Findley

"Porgy and Bess" 19th Week ZIEGFELD, NEW YORK

Mgt.: BILL MITTLER, 1619 Broadway, New York

"All's Well" to a much more fa-vorable one. Costumes and decor by Tanya Moiselwitsch rated bravos. Perhaps Patterson and his spon-

Pernaps Patterson and his spon-soring committee might have been more pleased with a different show for opening night. The choice of "Richard" was not thought to be a happy one. However, this selection was made by Guthrie and Guinness

happy one. However, this selection was made by Guthrie and Guinness and after seeing the performance one could understand why.

Richard's woolngs have always been considered strange and the love play of Guinness over a corpse is certain to cause the raising of critical eyebrows. But whether one agrees or not, Guinness is always interesting and exciting.

The characterization of Richard by Guinness has already stirred up controversy. He did not "ham" it up as we have seen if on occasions; he was sly, slippery and wicked, yet restrained. He walked with a slight Jimmy Durante shuffile and his makeup was a masterpiece. While some in the audience laughed in spots, Guinness did not play for comedy. He scemed to have the same sort of ruthless wickedness

All's Well That Ends

ment last week in an action brought by the National City Bank of New York.

Doretta Morrow will play Marsinah in Edwin Lester's production of "Kismet," new legit musical which will debut Aug. 17 at the Philharmonic Aud., L. A., for a pre-Broadway tryout as the final offering of the coast Civic Light Opera Assns.

Louts J. Culp, now serving his third year as business manager of the Fort Wayne Light Opera Festival. Inc., which annually produces a summer season of musical comedies and operettas at the Franke Park Outdoor Theatre, has been named to fulltime post of business manager of the Fort Wayne Civic Theatre. He will continue as vice-president and a director of the Fort Wayne Light Opera Festival.

Jean Fenn, who made her debut with the L. A. Civic Light Opera in 1950, has signed with the Metropolitan Opera. She is under personal contract to Edwin Lester.

as that of the late John Christie, the equally prolific murderer, although for a different purpose. For two acts Guinness paced him-For two acts Guinness paced him-self and in the third act pulled out all the stops for a sock finish, and he had it.

ne nad it.

When the cast came up for "All's Well" they were in better form—the strain was off, and they went to town. Again Guthrie's sparkling production, and once more the brilliant acting by Guinness, playing the gracious old French king in delightful contrast to Richard. In this show Miss Worth really shone most brilliantly. As Helena she was an eyeful, with that spark of talent that spells boxoffice.

As on the opening night, one was impressed with the tempo of the production. To accomplish such pacing on such a small space was a real Guthrie achievement. Douglas Campbell and Michael Bates gave worthy supporting performances, as did Amelia Hall enemies guide. When the cast came up for "All's

Campbell and Michael Bates gave worthy supporting performances, as did Amelia Hall opening night. This Shakespeares Festival

This Shakespearean restival is a welcome addition to the rapidly growing summer dramatic fare. Everybody wishes Stratford well, and congratulations are in order on a very auspicious start.

This Holidaying Busman Resents Hayward Review

New York.

New York.

Leland Hayward is not the only New Yorker who takes a busman's holiday by examining the strawhat circuit, and so several of us who also saw "Stock in Trade," the Bermuda revue that aroused his violent disapproval in your issue of July 15, are wondering, just wondering.

wondering.
Let's not argue about opinions: wondering.
Let's not argue about opinions;
let's state facts. "Stock in Trade,"
a clearly experimental venture
opened after only 10 days of rehearsal, and its cast (as Hayward
indicates) and its material were not
yet all installed. Yet he compares
it unfavorably with "Lend an Ear,"
but the finished, \$80,000 Broadway
production, not the experimental
beginning months previous, in a
little-theatre project on the Coast.
He says that only one member of
the cast shows the slightest talent.
The cast (it's Equity, by the way,
even in Bermuda) includes Alice
Pearce, Jean Caples, Betty Oakes,
and Dana & Wood. They helped
make the show smooth, highly entertaining summer theatre fare.

tertaining summer theatre fare.
Rogers E. M. Whitaker
(of the New Yorker mag staft.)

\$7,000 in current in Candle." Major Legit War

show business real estate.

Although the Shuberts are no longer more than sporadically active in the actual production of shows under their own banner, they have a substantial stake in production, principally through financial participation in shows put on by other managements. Some of these ventures are nominally presented by Shubert associates; others are genuinely independent projects in which the Shuberts invest, sometimes by guaranteeing union bonds, frequently on a dollar-for-dollar basis and occasionally as straight backers. as straight backers.

as straight backers.

Although details of the StevensWhitehead-Dowling combination
haven't been revealed, the setup
is known to involve several different parts: The \$1,000,000 capital,
in the form of stock, will come
from various sources, with Stevens
presumably supplying or raising a
major portion. There are to be major portion. There are to be two related corporations for pro-ducing plays and apparently a third to operate theatres.

Playwrights' Part

Playwrights' Part
Contrary to the announcement,
there's apparently some question
whether the Playwrights Co. willbe a part of the new setup. Although Stevens is a member of the
Playwrights, there has been no
vote by the latter group on the
matter and none appears likely before early September, when Maxwell Anderson will have returned
from the Coast and Robert E. Sherwood is back from 7ngland.

Press release announcing the

wood is back from 7ngland.

Press release announcing the new group stated that the Playwrights would "continue as a separate entity, but its producing activities and its offices will be combined with the new corporation in which it will have a financial interest." New outfit is to have offices in the top two floors of the Gaiety Theatre Bldg., at Broadway and 45th St., N. Y., owned by City Investing Co., of which Dowling is president

Whether other members of the

Whether other members of the Playwrights Co., also including at-torney John D. Wharton, will go along with the proposed new setup, along with the proposed new setup, remains to be seen. Deal reportedly calls for the Playwrights to buy \$100,000 worth of stock in the new group. Playwrights production would be financed as limited partnerships, as heretofore, with the Playwrights having final authority to select scripts, but with the new group committed to supply half the backing, up to \$30,000.

Stevens as president of the

group committed to supply half the backing, up to \$30,000.

Stevens, as president of the new group, is to serve on a parttime basis, without salary. Whitehead, as executive vice-president in charge of production, is understood slated to get 1½% of the gross of all shows the group presents, and is to have a production staff of six, including a general manager. Press release on the story was issued by Barry Hyams. Whitehead's p.a. Dowling's duties are not specified in the announcement, but he will reportedly have an advisory status, without salary. Although the new combine has taken 10-year leases on the Morosco (at \$60,000 a year). Fulton (\$50,000) and Coronet (\$50,000) Theatres on Broadway, the status of City Playhouses, Inc., a City Investing subsidiary that had previously operated them, is not indicated. However, City Playhouses, of which Louis A. Lotito is president, continues to operate the 46th Street N. Y. and the Nation-

of which Louis A. Lottle is president, continues to operate the 46th Street, N. Y., and the National, Washington, the latter in partnership with producers Richard Aldrich and Richard Myers.

Two Producing Setups

Two Producing Setups

It's understood that the new setup actually involves two different
producing entities. One would do
scripts approved by all three members. The other would do those
picked by Whitehead and Stevens,
but not acceptable to Dowling. but not acceptable to Dowling. However, it's believed that matters However, it's believed that matters relating to theatre operation, including bookings of shows into the Morosco, Fulton and Coronet, will be decided by majority vote of all three members.

'Pygmalion' 7G, Matunuck
Matunuck, R. I., July 22.
Carol Channing grossed a neat tion as soon as "present commitments terminate." Thus, "Stars in a Person's Backyard." new Jan Presson play, has been assigned by urrent in "Bell, Book and andle."

ing houses in Chicago, Boston, Philly and other road cities, besides numerous and valuable nonshow business real estate.

Although the Shuberts are no longer more than sporadically ac-

of "My 3 Angels" there.

Neither of the other two houses is available for bookings, as "Seven-Year Itch" is firmly established at the Fulton and the London hit, "Little Hut," is scheduled to open Oct. 5 at the Coronet. Although Dowling has discounted the prospect of any new theatre construction by the group in the immediate future, he implied that it might buy other houses, and mentioned again that City Investing, holds an undisclosed site of land on west, side of mid-Manhattan suitable for such building. such building.

such building.

Besides its legit properties, City
Investing also owns the Astor, Victoria and Bijou filmeries and several other properties in the Times
Square district, besides non-show
biz holdings elsewhere in New
York and in other cities. It is thus York and in other cities. It is thus already the principal rival to the Shuberts and, with the addition of more theatres, it would be in a position to offer serious competition perhaps even setting up its own road booking organization to vie

road booking organization to vie with the Shubert-controlled United Booking Office.

Stevens, besides being president of the new outfit and a member of the Playwrights Co., also operates as an independent producer and investor. Among his multiple really interests is understood to be \$100,000 ctold of the Playerite Office of the Playerite of the interests is understood to be \$100,-000 stock in City Investing, and he is believed to be the prime motivating force behind the new group, since he has long been an advocate of combined play producing theatre operating. He has also repeatedly expressed interest in establishing some sort of repertory or permanent stock company outfit in New York. He is a board member and a substantial angel of the American National Theatre & Academy. National Theatre & Academy.

National Theatre & Academy.
Whitehead, co-producer of
"Media," "Member of the Wedding" and "Time of the Cuckoo,"
was managing director of the
ANTA Play Series two seasons ago.
Dowling, besides his presidency of
City Investing, is a frequent investor in Braadway productions and tor in Broadway productions and is board chairman of ANTA.

MARGO JONES PREPPING EIGHTH DALLAS SEASON

Dallas, July 21.

Margo Jones, managing director Margo Jones, managing director of Theatre '53, will open her new 30-week season Nov. 2. Seven new scripts and two classic revivals will be staged, each with a three-week run. Three weeks of repertory will wind the 1953-54 season. Past seasons consisted of six new plays, two revivals and six weeks of interspersed repertory. terspersed repertory.

with no plays selected for the upcoming eighth season, Miss Jones goes to N. Y. next month for a 60-day playreading session and to engage her company. Upped prices, from \$2.50 to \$3 top, are shadded for the new season. skedded for the new season.

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Hilton's Madrid Hotel Premiere

are open.

There's a saucy saloon songstress, Marie Martine by name,
hereabouts which caused some
confusion with the more staid
Mary Martin's identity.

Otto Horcher, reputed to have
been okayed out of Berlin by Hermann Goering, operates Horcher's, top eatery here, although the
new Commodore has the best food
in town: The Jockey Club is a
road company French eatery.
Night life in the summer is devoted to Villa Rosa and Villa this
or-that, meaning outdoor patios, a
la the Sans Souci or Tropicana in
Havana. Too much flamenco in
some but surprisingly plenty of Havana. Too much flamenco in some but surprisingly plenty of the latest dance pops in others. The pilots must do a great songlegging business for some of their fave maestros. Also on the tabu market, the 4 a.m. curfew has given rise to foodeasies for late

snacks.

RCA's Gabriel Soria is the first chief barker of the new Variety Club of Madrid which means that show biz junkets to London, Paris and Madrid will be the thing for respective local charities. Bull-fighters are the counterpart of stars for local window-dressing.

TWA's John Haskell set up the Soria-Madrid-VC deal.

Alcoholics Not Anonymous

Alcoholics Not Anonymous
Chicote Bar, in the Gran Via, is a showplace of the world with its estimated 2,000 to 5,000 bottles of every type of bottled liquors, scientifically set up country-by-country. It's an automatic nuseum for the cognoscenti and a great stunt for any American bistro with an unused cellar to put it on the map. it on the map.

Toreador costume makers get-ng a whirl from the Yank Toreador costume makers getting a whirl from the Yank femmes who go for the boleros and trick skimmers. Sign in the top bullfighters' clothes emporium has a crude English legend, "For Command (orders) Cash Payable 50%," meaning half-down on all orders. Tex McCrary recalled a Japanese dressmaker's parallel in Tokyo, via the legend: "You can always have a fit upstairs."

C. C. Philippe's slogan for Spain: the four extremes—Span-

pe's slogan extremes—S the four Span Snain: pride, paintings, poverty and

plenty.
Strongly Catholic Spain and
Portugal are strict on tops for men
and conservative bathing attire for women. Binocular beach cops do the policing. You're fined on the spot, and it's according to your station. In Spain you must wear longer shorts (men), i.e. down more to the knees. A.N. Y. Timesman reportedly was fined \$75 in Lisbon for lacking a shirt, and an English comic, when he drew a rap of 500 escudos in Portugal (\$12.54), begged "no publicity please as my public back home will never believe that that's all it was for."

will never believe that that's all it was for."

Spain is cheap but the Americans already are spoiling it with oversized tips and no concept of local peseta values, on the local level. Castellana Hilton room prices, however, are nearer the U.S. standard but are airconditioned; service is English-speaking and geared to the American idea. The hotel's nitery, the Rendez-Vous Room, is even patterned after the same-named room in Hilton's Hotel Plaza, N. Y.

Mary Martin was told that her toreador's cape should be stomped on to look old and also that a little bull's blood also helps. She shied away from that "aging process" for fear she'd wind up being called "Bloody Mary" instead of "Nellie Forbush."

That Dear, Dear Paree, Toujours the Big Lure

Paris the same—magnifique.
Prices are murder, everybody screams, but this is the first port of call. They leave for so-called "cheaper" capitals—and talk about the beauty of Paris.
Little things make for big sign-posts, and when Roger Baurieux, the chef d'orchestre of Monsigneurs, confessed "the Americans stay but two or three days," perhaps the French Tourist Bureau should really do something to bring things down to a reasonable facsimile—of

are the thing. Lunch and siesta femains the best buy with a 2,300-goen.

There's a saucy saloon songless, Marie Martine by name, eabouts which caused some fusion with the more staid ry Martin's identity.

The object of the control
Paris' 2 Top Attractions

But still they come—especially, this year, the Germans and Scandinavians, who travel in packs. The French provincials also pile in. The two top tourist attractions, of course, remain the Folies Bergere and the Elffel Tower.

Ruby Richards "La Perle Noire"), in the Folies Bergere, after some five years in the local niteries and in the Paul Derval revue, due back in September, at Lou Walters' Latin Quarter, N.Y.

Ethel Smith taking her organolog into the Moulin Rouge, which is now a large-capacity vaudery in

La Calavados, all-nitery near the George V, 1s, the top windup spot for onion soup, etc., with Harlemite Charlie Beal at the ivories. Los Latinos, guitar trio, augmenting the talent.

Hotel George V and Plaza-Athenee bossman Francois Dupre convalescing in Switzerland fol-lowing flu attack, with Max Blouet holding down the fort at the V.

holding down the fort at the V.
While prices are high, Maggie
and Louis Vaudable's Maxim's,
Claude Terrall's La Tour d'Argent,
and kindred spots, continue giving,
best value. Their prices were high
fundamentally, but deservedly. Albert, famed mattre d' at Maxim's,
continues a Parisian institution. continues a Parisian institution. Terrail's super-structure "shelk's tent" atop his Left Bank eatery is one of the newest Parisian conver-

sation pieces. Irvin Marks, longtime Broadway managers' rep in Paris, back in high as rep for the Shuberts. Additionally, he has several Industrial projects. The Jack Sadowskys. (Trini) rejoined Marks on one of their periodic visits.

When Borrah Pours

When Borrah Pours

Whenever Borrah Minevitch throws a cocktailery it's a Parisian event because he whips up the best American-type groceries, hard-to-get Scotch, bourbon, etc., and above all has a flair for attracting a cross-section of personalities that reads like a Hollywood-Broadway-West End-Champs Elysees who's who, incidentally, the facelift job he did on his rue Spontini penthouse is a decor delight; ditto for the "moulin" (mill) at Mereville, some 50 miles outside of Paris, which is now locally known as "Minevitcheville."

Cynda Glenn plans buying an

Cynda Glenn plans buying an Etoile sector apartment building, including a swank restaurant which she would operate along Franco-American standards:

Clark Gable's constant com-panionship with the model from Schiaparelli's leaves little doubt as to the romance interest. Gable to Holland next week to o.o. loca-tions for his next film.

tions for his next film.

Universal's general European sales chief, Harry Novak, recuping from an op on his optics. This cramps his golfing style with John. B. Nathan (Par) and David Lewis Metro), his cronies. Lacey (Columbia Picts) Kastners vacationing in Spain, some 50 miles outside of Barcelona, Mrs. Lewis dittoing in Capri. Capri.

G-String S.A.-Male Idea

Rene Fraday knows how to Rene. Fraday knows how 10 make standard Yank acts shape up as daring headliners at Le Lido. The Cabots, for example, are stripped right down to their shortest gym shorts, as the two boys throw the equally unclad femme partner around. Ditto the Lane Bros., whose aero-comedics show up best in the mammoth nitery.

Joe Driessen, Hollander who was with Sammy Watkins and kindred bands around Cleveland and Cincinnati, is the Yank jive kid with the fiddling Monseigneurs outfit, and naturally OK for the American trade

EX-RKO topper N. Peter Rathwin to a reasonable facsimile of you is practically a native son.

Saks 5th Ave. and the Latin Ditto Dean Carpenter, ex-Hotel Roosevelt (N.Y.) manager, who now the control of the control warter. Roosevelt (N.Y.) manager, who now believ The Lido has its best show and supervises European operations able.

for Hilton Hotels out of Paris. Mrs. 1 Carpenter is Conrad N. Hilton's

Morey Amsterdam making with the Polaroid, shooting personality stills for his new NBC-TV show. It's first-time over for him and his us n wife.

Exhibs, COMPO

Continued from page

mittee had chosen motion picture exhibition exclusively for excise tax relief, although some others also need it. He said the film theatre grosses had declined by nearly 30% since 1946, that more than

aire grosses had declined by near-ty 30% since 1946, that more than 5,000 theatres have closed, with business still declining. Rep. Joseph Holt (R.Cal.) whose district includes most of the stu-dios, issued a statement in which he explained that the bill would be replained that the bill would

dios, issued a statement in which he explained that the bill would benefit not only theatres but also the studios, and thanked the House for its vote on behalf of the thousands employed in picture production in Hollywood.

Rep. Donaid L. Jackson (R.Cal.) told the House in the debate that "unless there is relief, motion picture operations will be further restricted and the tax revenue from the industry will further diminish and possibly disappear."

Rep. Cleveland M. Balley (D. W.Va.) told the House that he hoped "my colleagues will look upon this as an effort to save a dying industry." Along the same lines, Rep. Herman P. Eberharter (D.Pa.) said "this industry has shown itself absolutely unable to save itself without this bill."

Numerous members of the House emphasized that the smalltown picture theatre was an "institution" which must not be allowed to disappear from America.

Rep. Robert W. Kean (R.N.J.).

disappear from America.

Rep. Robert W. Kean (R.N.J.) one of the three men to speak against the bill, had no objection to relief for pictures, but added "motion pictures should not have consideration ahead of other industries. What's more, no moviegoer will benefit by one cent. This will be entirely for the benefit of the industry." Hal Holmes (R., Wash.), who also opposed the bill, stated that "if there is to be a program of repealing excises, Congress has the moral obligation to review the entire field of exercises and not merely to pick out one. This industry is depressed, but so are many is depressed, but so are others. Likewise, the public will not receive any benefits."

\$21,450,000 Claim

Continued from page 5

conspired" to prevent the five

conspired" to prevent the five houses from obtaining suitable product through an illegal system of runs and clearances.

Three Raybond affiliates want total damages of \$10,500,000. Raychester Theatie Corp., operator of the Palace, Bronx, N.Y., asks \$900,000. Stateray, Inc. and Raypat, Inc., owners and operators of the State, Paterson, N.J., seck \$4,500,000 and \$900,000, respectively. Rayhartz Amus. Corp. and Broadray Corp. (Broad Theatre, Newark) are gunning for \$5,100,000 between them.

them.

Lone other plaintiff is Shelley Theatres. Inc. As operator of the Burke Theatre, Bronx, it wants \$750,000. Gorfinkel & Adler, incidentally, also filed six similar antitrust suits against the majors several months ago in NY. Federal Court. Five of these actions were in behalf of Raybond affiliates.

Twin City Ops

Continued from page 7 =

basketball team predisposes him

basketball team predisposes initial against it, he intimated.

Also, Berger's loop theatre, the Gopher, sustained a \$400 loss on its lone theatre telecast to date, the Metropolitan Opera's performance of "Carmen."

ance of "Carmen."

Radio City passed up "Carmen" when the Gopher took, it, but it, has had three championship prize fight telecasts in addition to the Notre Dame game. The St. Paul Paramount so far has had only one fight telecast. The Paramount circumstates are supposed the francial telecast. results, but trade circle's belief is that only one here netted a profit, that of the first Marciano-Walcott bout. The single one in St. Paul is believed to have been unprofit-

Literati

Short Story Anthology
Modern Library is adding "An Anthology of Famous American Stories" to its Giant series in October. Book, which contains 73 short stories and runs over 1.300 pages, is being edited by Angus Burrell and Beninett Cerf.
Authors range from Washington Irving, Nathaniel Hawthorne, Edgar Allan Poe and Mark Twain through moderns like Sherwood, Anderson, Dorothy Parker, Christopher Morley, James Thurber, 8 scott Fitzgerald, Ernest Hemingway, Irwin Shaw and Budd Shulberg.

Short Story Anthology
farcical and stagey, with its expravable with a physic policy and stagey, with its expravable with the expression of true Canadian humor. However, Fontaine has a charm-one with a physic policy with a physic, all lien to true Canadian humor. However, Fontaine has a charm-one with a physic page with the expression of the stands in the short of the publication, called 3-D. Screen, will be a 32-page, 336 monthly featuring pix of flin stars.

'Mexican Jumpir Bean'
G. P. Putnam's Jons next month will bring out "Mexican Jumping Bean," an informal autobiography by Pepe Romero, who's been tagged "the Walter Winchell of Mexico" by his northern neighbors, Book, according to advance blurbs, will include everything from advice to tourists to comments on Mexican nightlife, American women and brofiles of leading American and Mexican personalities.

New Bard Edition.

Random House will distribute in America the new Coronation Edition of the Nonesuch Shakespeare, the British publishing firm's new four-volume edition of the Bard's works which will sell at \$35. It's the first Nonesuch edition of Shakespeare since 1927, when the seven-volume set then sold for \$200.

New edition dedicated to Ouesi

\$200.

New edition, dedicated to QueenElizabeth II by publisher Sir Francis Meynell, is said to have the
original Shakespeare, without
editing, except in cases of clear
corruptions of the original. Woodand headpieces are by Sheld-

P-H's School Assist Plan

P-H's School Assist Plan
Plan whereby employees can finance their children's educations,
helicved to be one of the first of
its kind, has been set up by Prentice-Hall. Under the plan, as announced by P-H president Richard
P. Ettinger, employees with more
than three years' service with the
firm may borrow up to \$2,000 at
3% interest to help finance their
children's higher education, either
at a college or professional school.
Loans are so set up that yearly
payments of 10% of the entire
amount of the loan (for a period
of 10 years) are made in July at
the time profit sharing plan payments are made, so that in most
cases no cash payment is involved.

No Pert Pinuns in Pen

No Pert Pinups in Pen
Life, Look, Jet, Ebony and Our
World last week were erased from
the approved list at the Nebraska
State. Penitentlary in Lincoln.
Deputy warden John Greenholtz,
said the reason was "bathing beauties and that sort of thing, which
the prisoners would deface in an
obscene way and pass around."
Ruling means: prisoners can't subscribe to the mags. Still okayed
are Reader's Digest, Argosy, TrueBlue Book; Coronet and Satevepost, plus a variety of sports
western and hobby mags:

poue Book, Coronet and Sateve-post, plus a variety of sports, western and hobby mags: There have been some con-plaints in the Onaha World-Herald's Public Pulse column about "censorship of prisoners' reading matter."

Rivised Cookery
A revised edition of "The Antionette Pope School Cook Book" first published five years ago, is outselling the original at the rate tselling the original at the rate three-to-one in the Windy City

area.

Co-authored by Francois Pope, creator of WNBQ's "Creative Cookery" show in Chi, the video chef says the increased saies can be attributed directly to inferest whipped up by his daily kitchen capers on TV.

Robert Fontaine, author of "The Happy Time" which was converted into a successful Broadway concedy by Samuel Taylor, has now written a fey, moony sequel. My Uncle Louis 'McGraw-Hill; \$3,75'. It contains the same Ottawa family as its predecessor: the rock-ribbed Scotch-Presbyterian Mainan; Papa, who plays the fiddle at the vaudeville theater for Harry Lauder, Houdin! and Pat Rooney, and young Bibi, the narrator trying to adjust to the French Canadian version of sex. This one, though, stresses the misadventures of Uncle Louis, the bibulous reprobate with a yen for plump widows.

gust.
The publication, called 3-D |
Screen, will be a 32-page, 35c |
monthly featuring pix of film stars.
Polaroid-type spees will be en-

Knight Elections

Knight Elections
James L. Knight, general manager of the Mami Herald, has been elected executive vice-president of Knight Newspapers, Inc. John H. Barry, retired general manager, was named honorary chairman of the board. John S. Knight was reelected president, and Mrs. C. L. Knight vice-president, Firm publishes the Akron Beacon Journal, Miami Herald, Detroit Free Press and Chicago Dally News.

News.

CHATTER
Allen Churchill has article on men's magazine field in August Freeman.

men's magazine field in August Freenan.

Alstair Cooke in Hollywood to interview film names for the Manchester Guardian.

Robert Heilbroner's "The World-ly Philosophers" will be published by Simon & Schuster, July 29.

Sara Salvar will cover TV and film news for Quick mag, in addition to her; Job as Coast editor of Seventeen.

Don-Elder taking a leave of absence from his Doubleday editorial post to work on a blog of Ring Lardner.

Good piece on Irving (ex-Hollywood Reporter) Hoffman in the new Esquire, by Joseph Wechsberg, titled "The Loves of Hoffman."

Leo Mishkin, tele columnist for The Morning Telegraph, will do a TV column for Quick, the Annenberg publication bought from Cowles.

"Newspaper Business Management." by Prof. Frank Thaver of

Cowles.

"Newspaper Business Management." by Prof. Frank Thayer, of the U. of Wisconsin School of Journalism, due in Jate. August from Prentice-Hall.

Harry S. Elliott, editor of the Marion (O.) Star since 1930, will retire Aug. 1, and be succeeded by John A. Maxwell_dr., former news editor of the Canton (O.) Repository.

tory.

Paul Denis leaving for the Const Aug. 15 to interview tele names for feature stories for the Goodman publications, TV. World and TV People. He'll stay two or three

weeks.

Richard (Esquire travel editor)
Joseph's next book for Doubleday
is on Mexico. Incidentally, he got
a divorce from his wife, under
mutual agreement, while researching the country below the Rio

minutal agreement below the Rio Grande.
Jack S. Barlass, former executive vice-president of the Princeton (N.J.) Film Center, has been named director of the newly-created book and general promotion division of the Meredith Publishing Co. Des-Molnes.
George D. West, former general manager of House-Warven publishers, announced that the new La-Dow Publishing Co. on the Coast, will issue a general list of books within the next two months. New ouffit is cultivating Coast authors.
Allan Ullman, since 1946 sales promotion director of Random-House, Joined Book-of-the-Month Club last week as assistant to adverse

Allan Ollman, since 1990 save promotion director of Handom House, joined Book-of-the-Month Club last week as assistant to advertising v.p. Warren Lynch. Prior to his Random House post, he was in charge of book advertising for the N. Y. Times.

Harnett Kane in N. Y. this week after a trip to Paris to research data for a new book on the American Confederacy. When Doubleday publishes his novel about Robert E. Jee. "Lady Of Arlington."

pholishes his five a good for the Lagrangian 24, he'll spend a week in for radio-TV interviews and tour the South autographing

Frisco '49' Slated for S.F. (Natch!) Prior to B'way

"Frisco '49," a musical with David Kolston Hughes, and songs by the latter, is slated for preem in San Francisco this fall by Markthe with a yen for plump widows, the he takes leave of his virago is wife, Felice, whom he refers use reportedly with San Francisco his San Francisco his San Francisco is "the cork in my cognae."

The dialog is sometimes overway prospect.

Broadway

Georgia Gibbs off to Europe last

Georgia Gibbs off to Europe last Saturday (18).

Martin Feinstein, head of Sol Hurok publicity department, back with wife from six-week European trip.

Music Corp. of America's John-ny Greenhut out of the Flower Fifth Ave. hosp following minor surgery.

Fith Ave. hosp following minor surgery.

Gene Moskowitz (Most.) Variety mugg in Paris, in to visit his family in New York after some five years.

Kay Harrison, managing director of British Technicolor, in from London today (Wed.) on the Nieuw Amsterdam.

Bob Chapiro executive manager

Amsterdam.

Bob Shapiro, executive manager of Paramount Theatre, N.Y., taking long-delayed rest in Miami with his family.

Allied Artists, new agency, with Anne Edwards prez Jo Van Patten heading legit and Sid Brooks in charge of variety.

Winthrop Palmer, exec editor of Dance News, off yesterday (Tues.) to the Mediterranean and Aegean for a six-week crutse.

Arthur I. Welnberg, son of Columbia Pictures sales exec Louis Weinberg, named assistant U.S.

Attorney for Massachusetts.

Mexico City Press columnist Pepe Romero extending his Broadway stay, following return from the Castellana Hilton (Madrid) junket.

inket.
Peggy Sanford (Mrs. Steve Car-n), radio-TV actress-wife of the CA Victor producer, out of Le-by hosp following surgery; 100% K now. Pianist Arthur Rubinstein in last

OR now.
Pianist Arthur Rubinstein in last weekend from a six-week European tour. Finally recovered possession of his Paris apartment; lost to him since the Nazi occupation.
John H. Teeter, exec director of the Runyon Fund, is husband of Christine McGuire (McGuire Sisters) who debuted on the Arthur Godfrey show last week.
Conductor Fritz Reiner, sailing today (Wed) to Italy, will open the Arena Flegrea, Naples' new outdoor theatre, Aug. 13, with a performance of "Carmen."
Fabien Sevitzky, conductor of the Indianapolis Symphony Orchestra, left from N. Y. Friday (17) for South America to conduct concerts in Argentina and Uruguay.
Robert Weltman veepee of

guay.

Robert Weltman, veepee of
American Broadcasting - United
Paramount, finally moved into his
new house in Westchester, after a
blaze, there caused an extended

lay. Gottfried Reinhardt, Metro director, salled last Saturday (18) on the lie de France to survey location areas in England and Holland for the studio's upcoming "The True

the studio's upcoming "The True Braye."

Ed (& Pegeen) Fitzgerald may have to undergo that fifth operation sooner than the September schedule expected. Making progress at their Hay Island (Com.) retreat, but recent miscues may hasten the surgery.

Frank M. Folsom due back at his desk next week, after an extended hiatus following surgery in Roosevelt Hospital. Now shipshape, the RCA prexy and his wife, Gladys, are sojourning in West Harwich (Cape Cod), Mass., this week.

Atlantic City

By Joe W. Walker

Tee Capades take possession of big Convention hall lee rink Fri-day (24) and will run until Labor Day. Harry Waxmann, film theatre

Harry Waxmann, film theatre-chain head here, picked for chair-manship of Israel Bond drive In resort city. Jackie Miles featured with Vir-ginia-O'Brien in Steel Plet vaude-ville, July (19-25). Louis Prima-band at Marine Ballroom July (17-24).

Mary Korey picked to be personal manager of Miss America, 1954. Will accompany Pageant winner starting in September on her tour of the country.

Madrid

Antonio Bardem to star in his new pic about stage life.

Producer-director Jose Busch started work on a new pic about bullfighting, starring Julio Rey Heras and "Principe Gitano."

Dancer Antonio continues to tour the provinces with his new Spanish dance group, putting the finishing touches to his repertoire. Director Rafael Gil and decorator Enrique Alarcon off to Israel to look for exterior for their new opus, "The Kiss of Judas," which they will do for Aspa Films of Madrid.

Ugo Betti's "The Gambler" (which had a brief Broadway run last year) presented at the Teatro Maria Guerrero in a Spanish translation by Enrique Rincon, starring Fernando Guillen.

Vienna

By Emil W. Maass
"House of Wax" (WB) preemedhere at Opern Kino.

State opera tenor Josef Witt also will direct some of the operas. Oscar Strauss working on music for a new musical, "Girl From the Outskirts."

Outskirts."
By end of the year, every large city of Austria likely will have its 3-D theatre.
Salzburg Mozarteum orchestra, newly founded, elected Josef Rehri as president.
Otto Kistenkugel directing film comedy, "Three to Talk About," at Sievering studio.
Filmactress Angelika Rauff off to Rio de Janeiro for stage appearances plus film work.

Paris

Cathy Skyler, American singer, now warbling at the Paris Ring-

A week of French films in Tokyo is now being planned here to start in October.

s now being planned here to start in October.

Collie Small will produce the Interpol series for American TV here in the fall.

Shirley Yamaguchl here with a Japanese contingent lookseeing the French pic industry.

John Huston here on way to Italy for rest after winding "Beat the Devil" (UA) in England.

Illness of Edwige Feuillere delaying start of new Claude Autant-Lara pic, "The Wheat in the Grass."

Dean Martin heading for Italy and home while Jerry Lewis stays on here for a week before heading for U.S.

Ethel Smith will appear in

on here for a week before neading for U.S.

Ethel Smith will appear in Madrid and do a few Army camps in Germany before opening a two-week run at the Moulin Rouge nitery here.

Dallas

By Bill Barker

Dornan Bros. a holdover at Baker Hotel's Mural Room. Johnny Bachemin again click-ing on his 10th date at Colony

Club.
Johnny Bond, oalune artist, joined WFAA with daily 16-min-

joined WFAA with dally 16-minuter.
WFAA's "Early Birds,' radio's senior live talent airer, expanded to 60 minutes, six days weekly.
Jack Carson, costarring with Margaret Whiting in "Girl Crazy" at State Fair Musicals, rehearsing a new nitery act between shows with Connie Towers.
Arthur L. Kramer, Jr., reelected prexy of Dalas Grand Opera Assn.
Rex Ochs named manager of the Texas, Kowley United Treatres.
Livest suburban filmer.
Olivia de Haviland, Mary, Sinclair, Kent Smith and John Emery in for a week's rehearsal by Jose Ferrec for "The Bazzling Hour," dide taxt week at La Jolla Playnouse. due rext

Culture's Payoff

Continued from page 2 ssohn String Quartet and violinist

ssonn-String guartet and violinist Dore Colten.
So successful was this year's Festival that the Jacobs' are book-ing an end-of-season reprise for the last two weeks in August. Already By Geeno Garr
Gracia Imperio is starring in new revue "Goleada" at the Teatro Alcazar.
Flamenco singer Canalejas Puerto Real off to Morocco to work in niteries.
Francisco Cossio, Jr., will star with Silvua Morgan in a new pic directed by Xavier Seto.
Teatro Madrid has new show. "Love On Percentage," a musical starring singer Roberto Rey. Portuguese director Artur Duarte pacted Paquitta Rico and bull-fighter Manuel Santos to coproduce pic in Lisbon.
Maruja Asquerino and Fernando Rey under contract to producer:

In an end-of-season reprise for the last two weeks in August. Already scheduled for rocking-chair chats strawhatter, into Wesleyan Menoria Garbal Hospital for leg operation. Jayne Manners, spouse of Phil Lampkin of William Morris Agency here, opened at Black Orchid yesterday (Tues.)

Rich ard Kennedy: Alexander Gabriel, foreign news analyst; Waldemar Kaempffert, N.Y. Times science editor; Col. Ben C. Limb, chief of the Korean Mission to the United Nations; Saturday Review Portuguese director Artur Duarte pacted Paquitta Rico and bull-fighter Manuel Santos to coproduce pic in Lisbon.

Maruja Asquerino and Fernando Rey under contract to producer:

Carlo Hay, flack for Salt Creek strawhatter, into Wesleyan Menorial Hospital for leg operation. Jayne Manners, spouse of Phil Lampkin of William Morris Agency here, opened at Black Orchid yesterday (Tues.)

Mexico City

By D. L. Grahame

Carlos Lopez Moticatina inked to play in a French pic in Paris.

Waller Wilson. Ciourse. BBC withdrawn, as It might be confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G production, but be for law on the confused with M-G product

London

Gene Autry arrived for his Savoy press reception last night on his horse, "Champion." Herman Levy, general counsel of Theatre Owners of America, here confabbing with leading local ex-hibitors. hibitors.

Before he returned to the U.S. st week, Jack Hilliard inked a ree-year recording contract with

Columbia.

Robert S. Wolff, RKO chief in London, back at his desk after undergoing minor surgery at the London Clinic.

Because so successful, Billy Daniels is being held over by Val Parnell for Moss Empires for month of September.

Threes Witcht der noyt week to

Teresa Wright due next week to take up her role in "Monsieur Ri-pois" which is to be lensed here and in Paris by Trans Continental

Shella Sim and Anthony Steel planed to Africa last week for film-ing of "West of Zanzibar" which Harry Watt is directing entirely on location.

Burl Ives starts a new BBC series next week titled, "Wayfaring Stranger" which will be illustrated by songs he has collected on his extensive tours.

extensive tours.

Larry Adler's background music for "Genevieve," which has been waxed by Columbia, is to be released next month to coincide with general release of the film.

Billie Worth and her husband, Donald Burr, who have been playing in London production of "Call Me Madam," salled for America last week on the United States.

Rose Murphy who planned re-

Rose Murphy, who planned returning to U. S. Aug. 3 after 22 weeks in cabaret and vaudeville, made last-minute decision to stay over for a flock of Moss Empire dates; opening at the Empire, Leeds, Aug. 10.

Minneapolis

By Les Rees

Jules Herman played Prom Ball-room two-nighter.

room two-nighter.

Frankie Carle scheduled for one-nighter tour of territory.
Roy King and his Komic Kings starting third season at Magic Bar.
Howard Brown and his Rhythm Kings underlined for Riverlyn

Howard Brown and his Knytum Kings underlined for Riverlyn Club.
Hotel employees' strike a bad break for current Aquatennial, annual summer mardi gras.
Illness prevented scheduled local Aquatennial appearance of "Hopalong Cassidy" William Boyd. Dave C. Baumgarden in from N.Y. for thrush Gloria Marlowe's Hotel Radisson Flame Room opening.

weekly Auditorium wrestling show, after carefully built-up match, grossed \$16,683, a new high for grappling here.

San Francisco

By Ted Friend Nick Lucas at the Italian Village Ella Mae Morse into Cable Car

Nick Lucas at the Italian Village, Ella Mae Morse into Cable Car Village, Fift D'Orsay inked into Bimbo's for September opening. Nat "King" Cole set for Venetian Room starting July 28. Arthur Fiedler's "pop" concerts filling the Civic Auditorium. Lou Nova breaking in nitery act at Ted's Roundup in El Cerrito. Billy Williams Quartette into Venetian Room of Fairmont Hotel. Charley Newman, former Curran Theatre manager, and Ray Logan former treasurer; both hospitalized.

Herman Wobber, 20th exce, emead the introduction of Gisense

Herman Wobber, 20th exec, emceed the introduction of Cinema-Scope for 600 trade and press members at the Fox.

Chicago

Ronald Reagan here briefly to visit in-laws, Dr. and Mrs. Loyal Davis.

Davis

Moe Wells, vet song publisher
and former pic exhibitor, into hospital for observation.
Carol-Hay, flack for Salt Creek
strawhatter, into Wesleyan Memorial Hospital for leg operation.
Jayne-Manners, spouse of Phil
Lampkin of William Morris Agency
here, opened at Black Orchid yesterday (Tues.)

Woman," film which Tito Davidson will direct.

Albert Husson's "Angels' Kitchen" (in Spanish) played 20 straight performances at the Teatro del Caracol.

Nets Unselv recovering from the

tro del Caracol.

Katy Jurado recovering from 4njuries suffered in fall while playing
in "Rose and the Sword," 3-D pic

in "Rose and the being made here, Natural Vision dickering with trade's bank, the Banco the film trade's bank, the Banco Nacional Cinematografico, about installing its service in Mexican

cinemas.

Pedro Vargas, tenor, and Agustin Lara, song writer-band leader, rounded out one year at the Capri, top nitery here. Both are doubling at the Teatro Lirico.

Australia

By Eric Gorrick

One of top money makers of year will be "Queen Is Crowned."

Ron Patten appointed publicity irector for J. C. Williamson.

Government has granted \$13,000 to aid upbeat of grand opera here. Ealing's "The Cruel Sea" away to a smash start at Odeon, Mel-bourne, for Greater Union.

pourne, for Greater Union.

Drop in the income tax rate will give populace more spending coin for pix in second half of year.

Stanley Crick, a former chief of 20th-Fox, in hospital following heart attack. Crick is partnered in several local film ventures with Charles Munro here.

Chips Rafferty, Aussie pic producer, readying second unit for local film to be done on Thursday Island. Rafferty's first picture, "Phantom Stockman," is being handled by Universal here.

Barcelona

By Joaquina C. Vidal-Gomis
Carmen de Lirio at Comico Theatre in "Delirium at the Comico."
Mexican singer Irma Vila at the
Garcia Barbon, Vigo, with her new
show, "Mexican Landscapes."

American pix, "Knock On Any Door" (Col) and "Skirts Ahoy" (M-G) now on Barcelona screens. The Talia has a revival of "We, They and the Elf" by Carlos Llopis: Rosita Sabatini and Luis G. Arroyo are stored.

are starred.
After 20 years' absence from the stage, Margarita Robles is trying a comeback. In private life, she is Mrs. Gonzalo Delgras, film pro-

U. S. Shells Out

Continued from page 2 ;

ticipant amusements — billiards,

ucupant amusements — billiards, sowling, dancing, riding, shooting, skating, swimming, golf, sightseeing buses and flying instruction.

Also at record peak was the informal recreation group, with an estimated \$7,630,000,000 spent. One surprise here was a decline in the amount spent for radio and TV amount spent for radio and receivers, phonographs, records, pianos and other musical instruments. The figure of \$2,324,000,000 was nearly \$100,000,000 below the preceding year and more than \$500,000,000 below the figure for

On the other hand, people are spending more and more money with the radio and TV repair man. Last year it was \$476,000,000.

That ever source of surprise to city folks—the amount amateur gardiners and flower lovers spend for cut flowers, potted plants and seeds—hit a new record of \$836,-000,000 in 1952.

000,000 in 1952.

For the theatrical employment agencies it was a fair \$22,000,000 year. The peak was \$27,000,000 in fees earned by the agencies in 1948.

Locarno Fest

Continued from page 2 =

with Charlton Heston, copped major attention among crix, and a repeat screening had to be sched

Hollywood

Billywood

Si Seadler in from N.Y. to ogle
new Metro product.
Roy Rogers and Dale Evans
planed to Honolulu.
Pat O'Brien to Ottawa, Ill., to
emcee Civic Centennial.
Keith Andes broke his right leg
when a horse fell on him.
Gene Raymond to Hinsdale, Ill.,
for a strawhat appearance.
Wild Bill Elliott in town after a
two-month four of hospitals.
Paul Weston to Chicago for Columbia Records annual session.
Boh O'Donnell will address Motion Picture Industry Council Aug.

Pekert Fellows to Camergo.

tion Picture Industry Council Aug.

19.

Robert Fellows to Camargo,
Mex., to join the "Hondo" company.

Lou Smith signed to handle public relations for Screen Directors
Guild.

Jimmy Gleason guest speaker at
Army and Navy Legion of Valor
dinner.

Fred Shevin checked off Columbia lot to devote his time to playwriting.

Leonard Goldstein to Cleveland
for special showing of "Kid From
Left Field."

Grace Kelly planed in from
Philadelphia to appear in "Dial M
For Murder" at Warners.

Leonard Spigelgass named treasurer of Screen Writers Guild, succeeding D. M. Marshman, Jr., resigned.

Gene Evans required 16 stitches

ceeding D. M. Marshman, Jr., resigned.

Gene Evans required 16 stitches in his jaw after jumping down a submarine hatch in "Hell and High Water" at 20th-Fox.

After 16 years with Warners, three-time Oscar winner Max Steiner is ankling the lot next month to become a freelance scorer and composer.

Pittsburgh

By Hal V. Cohen

By Hal V. Cohen
Ravens topping at the Copa, with
June Valli coming in on Aug. 3.
Crosby Sisters open a two-week
date at the Ankara, along with an
iceshow July 27.
Evans Family goes to the Steel
Pier, Atlantic City, for week beginning Sunday (26).
Bill Green's new cocktail lounge
at new shopping center on site of
his old nitery will open Aug. 1.
Norma Winters coming back to
White Barn Theatre for its next
two shows, "Gigi" and "Stepping
Sisters."
Joe Feldmans to Canada for two
weeks and then to Dennis, Mass,
to visit their son, Jimmy, at Cape
Playhouse.

Playhouse.

Jim Trullinger, ex-p.a. at William
Penn under Tom Troy, will rejoin
his old boss in similar capacity at
the Statler in N. Y.

Berlin

By Hans Hoehn
Renovated Titania Palast opens
Sept. 1 with ballet.
"That Was Our Rommel," German Constantin release, currently showing with 40 prints in use in West Germany.
Dieter Borsche pacted for French pic, "The Quack Doctor," with Jein Marais costarring. Allianz will release it in Germany.
"On Both Sides of the Roll Way," first German full-length documentary pic about the last World War, preemed in several West German cities. cities.

The West German critics' awards went to the film, "Don't Forget the Love," and to Rudolf Noelte for his direction of the legiter, "The Caulla".

Ireland

Castle,

By Maxwell Sweency
International Ballet Co. here
for season at Gaiety, Dublin,
Harry Alan Towers in from
London to negotiate recorded
transcription deal with Radio Eireann fonpers.

transcription was ann toppers.
Former Abbeyite Jack McGow-ran will direct revival of "Playboy of the Western World" in Dublin

or the Western World in Dublin next month. Yugoslav longhair batoneer Mi-lan Horvat named conductor of Radio Eireann Symphony orch, for three years.

Memphis

By Matty Brescia
Harold Krelstein, WMPS prexy,
to Virginia Beach for a rest.
Ted Weems set for two-week
stand at Claridge Hotel's Magnolia

stand at Claridge Hotel's Magnolia Roof.

Hal McIntyre in for two-week date at Peabody Hotel's Skyway Roof.

Dizzy Dean checked in here for benefit Colonial Invitation golf lourney.

Tys Terwey, WMPS newscaster, Tys Terwey, when the after a three-month tour of Korea and Japan.

OBITUARIES

MAUDE ADAMS

MAUDE ADAMS
Maude Adams, 80, actress famed
or her portrayal of the title charoter in Sir James M. Barrie's
Peter Pan," died July 17 of a
cart attack at her home near
annersville, N. Y. She had been
ving in seclusion for several
ears.

years.

Miss Adams, who made her first, N. Y. appearance at 16 in "The Paymaster," was acclaimed for her characterization in "Peter Pan" when it opened at the Empire Theatre, N. Y., Nov. 6, 1905. The production ran for more than two years on Broadway and for approximately-that length of time on the road. It was revived in 1912 and again in 1914.

She was associated with non-

nd again in 1914.

She was associated with proucer Charles Frohman from 1890

ntil his death on the Lusitania in

915. Before joining Frohman she
ad appeared in a number of juve

in initially in "The Masked all." Her first starring role was in Barrie's "The Little Minister," which opened at the Empire Sept. 17, 1897. It ran for 300 consecutive performances, grossing around \$3375.00. The presentation also toured for two years. Other Barrie plays in which she appeared were "Quality Street," "What Every Woman Knows" and "The Legend of Leonora". She had been closely associated with Barrie, having visited him several times in England.

She also appeared in "The Baude Sliop." (Christopher, Jr. Rosemary," "Romeo, and Juliet, and on a Rostand's "L'Aiglon," and "Cherles also appearance in "The Baude Sliop." (Christopher, Jr. Rosemary," "Romeo and Juliet, and a pageant version, of oan of Are" in 1909 at the Harry Stadium at Cambridge, Mass, 1931 she made a brief come, kas Portia in "The Merchant Venice."

broughout her career Miss ms remained aloof from her ic and associates other the friends. On several she sought refree.

She retired gill at the International control of the American Optical Society of Motion P. She retired gill at the International control of the American Optical Society and the Society of Motion P. Stereity of the American Optical Society and the Society of Motion P. Stereity of the American Optical Society and the Society of Motion P. Stereity of the American Optical Society and the Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the American Optical Society of Motion P. Stereity of the
Chroughout her career Miss ams remained aloof from her oblic and associates other than see friends. On several occass, she sought retreat in consts. She retired in 1918 after ling ill at the close of "Cinder," in 1934 she appeared in a lio series but refused to have a dio audience. She later taught matics at Stephens College Co. audience. She ics at Stephens bia, Mo. where she headed the na department for five years, inuing as special adviser to department after resigning as man in 1943.

adrman in 1943.

After her retirement from the age she worked for years with barles P. Steinmetz in connection with new developments for are lighting. Early reports that the was contemplating producing distarring in a film never marialized. At the time of Miss dams' death Vida Sutton authories, had been working with the access on her autobiography. Miss dams' had also been planning received. nlanning o and TV work, the latter one from her home.

FLORENCE FORSBERG

florence Forsberg, 25. legit ger, was found stabbed to death y 16 in her N. Y. apartment. oly 16 in her N. Y. apartment, iss Forsberg was in the chorus the Broadway musical, "Wonder-1 Town." and was understudy to hith Adams, second femme lead the show starring Rosalind Rus-11. Police found her body shortly fer Lester Johnsen, a salesman, lled himself in his N. Y. apartment, shared with his mother and ster, and left a note confessing to a slaying of the singer.

The motive for the murder was a clear. Miss Forsberg had been undered about 4 a.m., while singer, and left a note coursed about must be suiced. her N. Y. apartment erg was in the chorus lway musical, "Wonder

arce hours later. Johnsen had lown the singer for about five

A native of Fort Francis, Ont., Iss Forsberg made her pro debut na CBS network show during her one while studying music in innipeg. She made her, N. Y. bow out five years ago with the Leminade Opera. She also performed a Boston, while studying music irre, and had appeared on the Tawhat circuit in "Alice in Wongrland." Miss Forsberg had remote a few months ago from urope where she toured in a USO a few months ago from where she toured in a USO ion of "Brigadoon."

Miss Forsberg had also appeared on TV.
Her father and mother who

on TV.

Her father and mother, who adopted her, survive.

LEO CHALZEL

LEO CHALZEL

Leo Chalzel, 52 former vaude performer and legit-film-TV actor, died July 16 of a heart allment at his home in Westport, Conn. Chalzel made his vaude debut while in high school and later toured in stock, beginning with "The 13th Chair," He toured in John Golden's "Turn to the Right" and in Al Woods. "Friendly Enemies" and had the lead in "Cappy Ricks."

of Ives-Leventhal did the first 3-D
occalin confilms in this country in 1934.
Viewed through glasses with red
and green filters, the pix were
din a have a
have a
taught
A. Norling, another 3-D pioneer
(Norling camera), he produced a
cries of short subjects known as
ded the
vears.

Audioscopies" for Metro. He
ioined Norling in 1936. Leventhal

also credited with making the carliest series of training us for the Army during World

Wife and a daughter survive.

EDNA MAY SPOONER

Edna May Spooner, 78, onetime git actress, died July 14 in Shernan Oaks, Cal. Miss Spooner, refired from the stage since 1929, ad been active in stock companies a Brooklyn from 1901 until around 014. She appeared with the

in Brooklyn from 1901 until around 1914. She appeared with the Spooner Stock Co., which was managed by her mother, the late Mrs. Mary Gibbs Spooner. Her father, the late Sprague Spooner had been a stock company manager during the 80s. Miss Spooner also appeared for several years at the Fifth Avenue Theatre, N. Y. Many of her performances were with her interest the 160 cm. N. Y. Many of her performance were with her sister, the late Cec author and onetime company manager and theatre op-

erator.
She was married in 1912 to Arthur J. Waley, her leading man in n thur J. Waley, her leading man in the The Price She Paid." They were divorced in 1921.

WALTER H. WERTIME, SR.
Walter H. Wertime, Sr., 81, who had operated the Chester Theatre. Chestertown, N.Y., for years and who had also owned the Regent in Cohoes, died July 16 in Albany. In his youth he was assistant district attorney of Albany County, and at the time of his death was a member of Cohoes law firm. He had various realty holdings, including two hotels in Chestertown and property in Cohoes.
Surviving are his wife, three sons, one of whom, Walter, Jr., is Albany County Republican Committee chairman, and four daughters.

MRS. ROSE WEINBERGER

As of a little more than a month of the was definitely slated to the strawhat circuit this sumlassed up the Hoyt's "Call Me in N.Y. At her marriage to Windsams" which was the wide in favor of the understudy role in "Town."

MRS. ROSE WEINBERGER

Mrs. Rose Weisman Weinberger, 66, wife of William Degan weinberger, chairman of the board of trustees of the Jewish Theatritour the strawhat circuit this sumlar in Howard Hoyt's "Call Me in N.Y. At her marriage to Weinberger in 1928 she was the wide of Barney Bernard, who created the character of Abe Potash in the

"Potash and Perlmutter" comedies. Her father was the late Reuben Weissman, a playwright. Surviving, besides her husband, are two sisters, Dora Weissman, an actress appearing on "The Goldbergs" TVer, and Mrs. Bessie Bain, a retired actress, and a herother. Bain, a

JAN STRUTHER

Jan Struther, 52, nee Joyce Anstruther_author of "Mrs. Miniver," published in the U.S. in 1940. by Harcourt. Brace and later made into a film by Metro, died July 20 in N. Y. A native of England, Miss Struther came to the U.S. in 1940. She lectured extensively here during World War II and sent proceeds from her talks to British proceeds from her talks to British War Relief, She lived in N. Y. and frequent guest appearances e "Information Please" airer on the information Please appeared and more recently had appeared on TV. At the time of her death she was working on a semi-auto-biographical books, line had writter several books, including poetic books, including poetic

ks: lusband, and a daughter and sons by a previous marriage, Husband.

JESSIE HOWARD

Mrs, Jessie V, Cameron, vaude
and nitery performer professionally known as Jessie Howard, died
July 17 at her home in Douglaston,
Queens. She was the comedicinne
in the Seymour & Howard Revue
which frequently headlined at the in the Seymour & Howard Revue which frequently headlined at the Palace, N. Y. She appeared in 'Greenwich Village, Follies' in 1926 and after 1932 played niteries and theatres with her daughter. Vera, in an act tagged the Howard

Surviving, besides her daughter, are two sons.

LEONARD T BUSH
Leonard T Bush, 62, veepee and
Leonard T Bush, 62, veepee and
Compton Advertising,
Inc., died July 12 at his home in
Rushland Pa: A native of England,
Bush had came to the .U. S, as a
boy and entered the advertising
fold in 1907. He was a former boy and entered the advertising field in 1907. He was a forme chairman of the Committee on Ra dio Broadcasting of the American Assn. of Advertising Agencies. He became a naturalized citizen in

Wife and two daughters survive.

EDWARD HURLEY

EDWARD HURLEY
Edward Hurley, 58, vet film
flack and onetime short subjects
producer, died July 17 in N. Y. He
had been associated with the film
industry for over 30 years.
In the absence of an inimediate
family, funeral airrangements were
handled by the Foundation of the
Motion Picture Pioneers, with burial taking place July 18-through airangements made by the Catholic
Actors Guild.

CHARLES E. BODLEY
Charles E. Bodley, 68, proneer in
Canadian broadcasting, died July
14 in Toronto. In 1923 he went to
New York as music director for
RKO vaudeville, returned as musical director of the CFRB Groontor Symphony Orchestra from
1928-30, later took over as conductor on CHMC Toronto, of the
Ever-Ready Symphony Since 1940
he had been an orch planist and
arranger.

Survived by brother and two sisters

MIMI DERBA

Mimi Derba difermina Perez de
Leon), 59, veteran Mexican legit
and film actress who in 1917 established Mexico's first screen
studios and played in more than
30 pix, died recently of lung trouble two days after returning home
from a Mexico City hospital.

Burial was in Mexico City under
auspices of the National Actors
Union, with six top actors as pallbearers.

MARGARET R. CLARKE
Margaret Rudick Clarke, 70,
former actress, died July 16 after
a staircase fall in Pasadena, Caf.
As a member of the Pasadena
Community Playhouse company
she appeared in 46 roles between
1919, and 1938.

Surviving is her husband, Clinton C. Clarke, first president of
the Community Playhouse Assn.

JOSEPH JONGEN
Joseph Jongen, 79, Belgian co
poser and musician, died Julyat his home in Sart-Lez-Spa, ne
Liege. His compositions inclu
"Ardennes Impressions." "La
Roukh" and "Fantasy on Two W
loon Carols."

loon Carols."
His brother, Leon, also a composer, survives.

WILLIAM MORGAN
William Morgan, 53, general
manager for J. D. James of Studios
l-and-2, dual-picture and news
theatre in London, died July 16
in London. He entered exhib business with his father, but joined

the James circuit 30 years ago, moving to his last post in 1936.

Survived by wife and daughter.

SAM JOSEPHSON

Sam Josephson, 62; owner of the Hill Hotel and its nitery, the Cave, in Omaha, died July 10 in that city. A close friend of Plarry of the National Hotel Men's Assn.

Survived by his wife a son and daughter.

ABNER EILENBERG

Abner Eilenberg, 58, executive with the Middlesex Amus. Co operators of several suburban Boston pic houses, died in Boston July 17 of a heart allment.

Survived by wife, son, daughter.

brother and two sisters.

Edwin Nies, 57, former violinist with the St. Louis symph orch died of a heart almont in his St. Louis County home July 11. He had also played with orchs at the Missouri Theatre and the Municipal Opera. Wife and daughter survive.

John A. Fisher, 68, a member of IATSE, Local 143, for 42 years died in St. Louis July 15. He worked at the old Olympic Theatre and many film houses in St. Louis-last being employed at the World Playhouse, A son and daughter survive. survive.

Ann Dillenbeck, 20; sung over WRGB-TV, Jovce had sung over WRGB-TV, Sche-nectady, and on radio, died July 17 in Albany of injuries received in an auto collision that; norning. an auto collision that morning, Survived by her parents at d live

Brother, 66, of Ned E. Depinet, former president of RKO and now consultant to the company, died July 19 at his home in Gardner, Mass. Other survivors are his wife, a son, a daughter and a sister.

Wife, 66, of Henry Scharf, musi wife, 60, of frem y wants, and contractor for Republic, and mother of Walter Scharf, musical director at RKO, died July 15 in Hollywood. Also surviying are two

Abraham B. Friedman, 64 Sious City, In., theatre executive, due July 14 in Rochester, Munic Sur-cived by four daughters.

Father, 67, of Phil Alampi, Jarminews editor of WABC and WABC TV, N. V., died July 12 in Williamstown, N. J.

Mother, 87, of Mischa Elinan, violinist, died July 19 at her home, in N.Y. Surviving, besides her conare three daughters,

Edward Lockbart, 58, motion picture lighting equipment execu-tive, died July 15 in Beyerly Hills

Wife of Bill Nye, motion picture eavy, died July 12 in Hollywood f a heart attack.

MARRIAGES

Marguerite Piazza to William Condon, Jackson, Mise July 15 Bride is an open and TV inper he's a sufff exec. It's her third marriage and his second.

Jessie Catlin to Saininy Schwartz, Los Angeles, July 13. Groom is in national company of "Guys and Dolls."

"Guys and Dolls."

Dolores Schultz to Gilbert Feller, Pittsburgh, July 18. Bride is on Fulton Theatre staff, there, Coleen Gray to William C. Bidlack, North Hollywood, July 14. Bride is a screen actress.

Pat Stilwell to William F. Cil-bert, Las Veins, July 12, Bride is secretary to William Orr at Way-

BIRTHS

Mr. and Mrs. Jim Bi daughter, Hollywood, July Father is a legit actor.

Mr. and Mrs. Herb Sheldon, on (their fourth child), July 3, New York, Father is an NBC radio and TV emcee and disk jockey.

Mr. and Mrs. Oscar Brodney. son, Hollywood, July 12. Father is a screen writer.

Mr. and Mrs. Ray Walston, entries.

of news and special events at ABC here.
Mr. and Mrs. James Rolmes, son, Thicago, July 14. Father is a discort at WBBM-TV.
Mr. and Mrs. George Allison, laughter, Santa Monica, Cal. July 14. Father is media director for roung & Rubfeam ad agency.
Mr. and Mrs. John Granara, son, as Angeles, July 15. Father is a publicist at RKO.
Mr. and Mrs. Vito Scotti, daughter, Los Angeles, July 16. Father is a radio, actor.

a radio actor.
A radio actor.
Ar and Mrs. James Christopher,
and Law York. July 15.
Joher is assistant to Galen Drake,

M&L 'Boo-Boo'

Continued from page 1 =

ulously recorded by Buchwald is ollously recorded by Buchwald Martin's rankler, "They were Ji sore because we made £ 7,000 week and they were making a week. Is that our fault?" To a question of whether any of the Ringlish papers were nice to the Martin's refort was, "Only ni C. Orville Newlin, 63, former sectors of Local 6, AFL Theatrical badly." Main gripe was that papers freated the booing inciden worked in several St. Louis theatres, including the Municipal Opera. Wife survives.

Martin's retort was, "Only plin out of eight of them treated u badly." Main gripe was this papers freated the booing inciden was out of proportion to its actual scope, and M&4, felt that the presence including the Municipal of their act. Lewis kept retterating their act. Lewis kept retterating that the English press "stroke" are scope, and M&4 felf-that the press reviewed their mationality, not their mef. Lewis kept retterating that the English press "stopks," and Martin ordered a "roast English reporter," from a waiter.

Consensus was that they would never go back to England again. They thought the English public and Val Parnell were great but the press "great," They liked their reception, and press in Scotland.

ress "grier." They liked their re-cution, and press in Scotland, 181, were upset by being called arroyles and apelike, and were eady for what they call their next have. "Af War With the English res."

salvi, nad a bott series of stints for the Air-Force here and rone of theirs pix. opened coincidentally with their stay beget is him. "Sallor Bewire". "Part is their fifth pic to pix here and the first, to also be

whole thing is a grave misus dauding. They say that the content a young Commic clock hows, but this has never the English press in general, They feel that Some members of the pre 5 have a right to have dissent-ing opinions on M&L, and the fact that they were socko any way shows the distorted aspects of the situa-

Careless With Own Coin

Comment in Paramount erreles is week is that Dean Martin and erry Lewis are becoming careless ith their own money, being parwith their own money, bein ticularly off in the timing of outspoken cracks about the J press corps. Column by Art Buch press corps. Column by Arl Buchs wald in the Paris edition of the N Y Herald Tribune. Inter picked up by the daily in Collam quoted M&L in a chorus of complaints refandon scribes, principated with the promise that they'd "never go back to England."

Point which Par observer un lined is that "The Caddy is next M&L concedy set to play land, and 4's an indice pic (49 ned) by the comedie pair. It's added that a rap against the piess can't help a film in any country. Punch-line, of course, is that if the citi-cism of the reviewers hart; "Cad-di" at the b.o., M&L suffer the biggest loss.

As for historical background, it took M&L pix a good while to each the British market. Their carly films were nixed by the large circuits a block market. a screen writer.

Mr. and Mrs. Peter Gordon tarly films were nixed by the large Brown, daughter, Welfleet, Mass. circuits, which represent the top July 9. Mother is former Elaine source of coin, and smaller, indelink, daughter of Harry Link, genendent theatremen, booked the eral professional manager of E. B. instead. Circuits eventually booked the team's stuff after the first tew Mrs. and Mrs. Bay Walston entires.

"SPECTACULAR!"※ "ROCKS THE SPOT!"※

"WHAMMO ALL THE WAY!"

"HAD THEM HOLLERING!"※

"REIGNS SUPREME!"※



and his Orchestra

WALTER WINCHELL-

"Recommended: Lionel Hampton's 'Lullaby to Benny Goodman'."

-Daily Mirror.



ROBERT SYLVESTER-

"I never remember a whole joint absolutely rocking the way Hamp rocked it . . . he had them hollering."

-N. Y. Daily News.



WARIETY.

"... one of the most spectacular musical showmen operating today . . . Hampton sustains a powerful musical attack that rocks the spot . . . his expertness at the vibes is matched by his production savvy . . . the sixty minuter is put together with a keen ear to instrumental variety and a sharp eye to sight values. It's whammo all the way."

BILLBOARD-

" .. started the joint rocking and doing business from the word go."



FRANK QUINN-

". solid rhythms . . . reigns supreme." -New York Daily Mirror.

GEORGE F. BROWN-

"... Vibes King scores big ... stones Broadway . . . the earthquake that is shaking Broadway."

DOROTHY KILGALLEN-

"... wild and wonderful."

-New York Journal American.

Press Relations MICHAEL HALL



Lionel Hampton NEW YORK 19. N. K. c/o Associated Booking Corp. July 8, 1953 745 Fifth Ave., New York.

Dear Lionel:

Your two week engagement created more excitement and musical thrills than any of our past attractions.

We can still hear the cheers for "Flying Home" and your other specialties.

If anyone lives up to the hepcat description of "real gone" it's the

Patrons ask "When's the Hamp coming back?" We're just as impatient as they

a clean bearing William Levine

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VOL. 191 No. 8

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PRICE 25 CENTS

ING BACK

Other U.S. Acts May Feel Brunt of M&L TREND WORRYING Studios Now Hatching Own 'Scopes'; **British Critics' Blast, Agencies Fear**

Dean Martin's followup blast against British critics has made U. S. talent agencies fearful that there will be repercussions against the booking of American acts as a result of the trans-Atlantic fracas. Martin, upon returning to the U.S. last week, again tore into British talent appraisers for their treatment of the Martin & Lewis 'act the Palladium, London, during their recent date at that house. This followed their soundoff the week before in Paris.

Vank bookers fear that the blast will create a climate that may make it unwise 'for English theatreowners to buy American acts. So far, theatreowners feel that the headliners booked for the remainder of the season will outride the lossifications booked for the remainder of the season will outride the lossifications because of the season will outride the lossifications against We'll Supply Your Car Rochester, N. Y., July 28.

A local drive-in is making at unusual pitch for business here Via radio spots spicled by a distinct the ozoner.

"We have 50 cars for customers just like you," the commercia goes. "Just take a bus to the drive-in the bus. When you get there we'll place you in one of our car which is parked in the drive-in the bus. When you get there we'll place you in one of our car which is parked in the drive-in the bus.

headliners booked for the remainder of the season will outride the lostile atmosphere, but a feeling will have been started, that is most likely to come to a head next season. Talent agencies fear that the Palladium, as well as the provincial houses, will be booking more cautiously next year, and the critical blasts and subsequent followup newspaper stories will make American headliners uncomfortable.

For one thing, Martin's snort in (Continued on page 22)

Chappell Pays 15G For 'God Bless Us All After Moppet Click

After Moppet Click
Publishing firms' scramble for selling rights to "God Bless Us All," tune kicked off by six-year-old Brucie Wiel, on the indie Barbour label, wound up last week with the song going to Chappell Music for about \$15,000. Chappell Music for about \$15,000. Chappell will act as sole selling agent for the tune which is being published by Brewster Music, a Broadcast Music, Inc., affiliate.

The kid disker is the son of Barbour E. Wiel, who operates the indie label. He's of the Red Cross Shoe clan and this marks his initial attempt in the disk field. Disk, which is being distributed via Cosnat, Jerry Blaine's firm, is hitting a strong selling pace with close to 250,000 copies already shipped. Tune was written by Tom Murray, and Tony Burrello, who, incidentally, were responsible for the recent Horrible Records release.

The Brucie Wiel disk has stirred up so much noise in the trade that RCA Victor, Columbia and Mercury already have set covering platters.

We'll Supply Your Car'

We'll Supply Your Car'
Rochester, N. Y., July 28.
A local drive-in is making an unusual pitch for business here. Via radio spots spieled by a disk jockey, outfit tells listeners they don't need a car to see a picture at the ozoner.

"We have 50 cars for customers just like you." the commercial goes. "Just take a bus to the drive-in. You can buy a ticket on the bus. When you get there, we'll place you in one of our cars which is parked in the drive-in theatre.

Religioso Songs Again Clicking On Sheets, Disks

Faith-flavored songs are again hitting a money-making disk and sheet sales stride. During the past five years the religiosongs made periodic spurts, but today's hit lists are flooded with faith entries.

entries.

Although many publishers recently believed that the saluration point had been reached, noise created by the latest religiose entry, "God Bless Us All," in the past week has forced them to continue scouting similar songs. Even pubs who claim that the market can take just so many religious-styled songs, are anxious to throw their faith items into the ring.

Vogue, for religiouse is a honan-

their faith items into the ring.
Vogue for religiosos is a bonanza for the pubs, since the tunes are generally hot sheet properties as well as strong disk sellers. Sheet calls come in from such new markets as church groups and social organizations giving the pub a wider spread than he generally gets with a pop ballad. Additional orders for choral copies also help but the tune into a money making put the tune into a money making bracket.

The faith entries were pushed to the fore several months ago with "I Believe" and have continued in high gear with "Yaya Con Dios" ("Go With God"), "Crying In the Chapel" and "With These Hands."

Despite roseate promises, not a single live N.Y. teleshow made the transition to film this season and

singre tive N.Y. Leleshow made the transition to film this season and the telepix industry, which mush-roomed steadily since its birth several years ago, has struck its first snag.

Comparatively little new production has been set aside for the coming season. One leading producer commented "TV film is in a very hazardous stage and may not come out of it for two or three years." Producers queried had varying reasons for lack of expansion, ranging from rising labor costs to lack of original ideas to lack of prime time slots on the networks. As a matter of fact, even the "film" comics such as Red Skelton are reverting back to a live status.

With regard-to the live-situation

Red Skelton are reverting back to a live status.

With regard to the live situation many local producers had counted on some of the Gotham shows going film next season. Sovereign Productions producer Gil Raiston said 5,800 television shows are for sale now, but the networks are ritually sold out of prime time, with result that even a good show has a tough time.

Biz is rapidly reaching the "survival of the fittest" pattern. Raiston opined, adding that with the Continued on page 30)

(Continued on page 30)

London-Continent TV Link Planned

London July 28

Plans to set up a permanent two-way TV. link between Britain and the continent of Europe are to be discussed at a confab which opens in London today (Tues.). It will be attended by reps from Britain. France, Germany, Holland and Bel-

glum.

The talks are a sequel to the successful Coronation relay to France, Germany and Holland, and the excellent reception of BBC programs transmitted from France last summer.

This week's meeting will be of a preliminary character, but further sessions will be held to consider programming and costs. It will then be decided whether the inter-national link should be a mutual exchange or on a fee-paying basis.

20th Cues 'Squeeze' Lens Competish

been taken over by the authors for a pop-price engagement at N.Y. City Center and another tour under their management. Deal is, on a straight cash basis, with no royally or sharing arrangement involved.

Bring Pitt Jail Three

straight cash basis, with no royally or sharing arrangement involved. Show, the biggest moneymaker of modern legit history, having earned over \$5,000,000 profit thus far on a \$90,000 investment, goes into rehearsal in two weeks with a cast currently being selected, and opens Aug. 31 at the City Center, probably for a three-week run, after which it will embark on another nationwide tour. Jerome Whyte, production trouble-shooter for R & H as welf as the Guild, will direct rehearsals. The Guild's scenery and costumes, all new last season, will be used.

Whyte, who has been in London, to do the preliminary casting of the British edition of R & H's "King and I," is due back Sept. 9. Immediately after the "Oklahoma" opening at the City Center, he'll return to London, where John van Druten will have started repeating his original staging of "King." The playwright went to England Isa's (Continued on page 127)

Bring Pitt Jail Threat

Those Marilyn Monroe art calendars blew up a storm of profest, and publicity as well, here last week. It all started when the Associated Drive-in Theatres amounced they would distribute, free of charge, on certain nights to customers, copies of the by-now celevation of the bring the dark of the profess he became a star. Ozoners making the offer were scienced for before she became a star. Ozoners making the offer were showing her somewhat draped. Whole stunt created so much excilement, it came to the attention of law enforcement authorities. locally, in particular Alleigheny. County Dist. Atty. James "F. Malone."

He took a dim view of the Monthaning their distribution, and (Continued on page 25)

Berlin's Newest Pop.

Reads Like Autóbiog:
Trying Berlin's first pop enfry in almost two years is "Sittio" in the Sun (Countin' My Money?" Tune, which was originally penaed for the planned 20th-Fox pic, "There's No Business Like Show Business," was pulled out of the score by Berlin for a No. (plug when the plewas postponed because of director Walter Laine (Columbia). Less Brown (Coral) and Louis Armstrong (Decca). Berlin's last strictly pop effort was "For the Very First Time.

*Okla. Taken Over By Reflect Tour;

First Such Deal

"Oklahoma," the Theatre Guild's per en nial production of the Rodgers-Hammerstein musical, has been taken over by the authors for a pop-price engagement at N.Y.

*Ozoners' Cuffo Marilyn

Photos (Nude or Draged) Bring Pitt Jail Threat

8th ANNUAL RADIO-TELEVISION

and PREVIEW (1953-1954 SEASON)

(Starts on Page 35)

Prison Hamlet Rather'n West End Hero, Garry Davis' Pitch for Stateless People

Garry Davis, legiter and former World Citizen No. 1, who had a lead role in the recent short-lived British production of "Stalag 17," was released from Brixton Prison, London, last Thursday (22). He was put on board the Queen Mary under guard and locked up in a first-class cabin Iff the ship left port, Jailed on a vagrancy charge after "Stalag" closed, Davis was ordered deported because he overstayed, his work permit. He arrived in N. Y. Monday (27) on the Queen Mary.

Brixton Prison, London.

He arrived in N. Y. Monday (27) on the Queen Mary (27) on the Godine Prison, London.

J. Hor, Variety (27) What started out to be a mere stopover here in England seems to have furned into a major enterchement. Let me fill you in on the details. It's simple in principle and complex in the particulars, and I think will have an interest for you.

After "Stalag 17" folded here, I had three weeks to find work before niy permit and visa ran out. My money was insufficient to continue my journey, eastward to India, as planned. Almost clicked with M-Gs. "Crest of the Wave" (Gene Kelly), being virtually hired by the Boulting Bros. director and author of the pic & M-G's casting director here, all of whom caught was nixed on the Coast because, as explained to me, they wanted to utilize a contract player, flying him over.

This left me high and dry three days before clossing date of stragpermit to remain and work was refused, no reason given—as refused, or version for the part of the national anthems of Greece, and France by troops from those grounded. I explained my monetary situation, but they had their own troubles. From then on I was kirictly illegal.

Stateless

There are GIs who still want to heard the "Stat Spaniced Banner," according to Lucy Monroe, who resured last week from a six-week to the United State of the Wave Godine of the Armistice Sunday (28). Miss Monroe was the last of the VIP network of the Armistice Sunday (28). Miss Monroe to addite in a hospital in Japan who asked Miss Monroe to the signing of the Armistice Sunday (28). Miss Monroe as the said it wouldn't be proper, in the find of the Armistice Sunday (28). Miss Monroe as optime was made and she virtually lived by the highest of the miss of Greece, and France by troops from those grounds was instanced in the remain and work was refused. To remain and work was refused to remain and work was refused. For me high the propermit of the propermit of the said in wouldn't be propermit or t

Return of Arthur Godfrey to his "Talent Scouts" last Monday (27) pulled the highest share of audience he has ever racked up with any of his CBS-TV shows. Trendex showed Godfrey with 91.4 share of audience, with "Voice of Firestone" on NBC-TV at 4.4. Ratings, were 43.0 for Godfrey and 2.0 for "Firestone."

Beginning next Monday (3).

sony of his CBS-TV shows. Trendex showed Godfrey with 91.4 share of audience, with "Voice of Firestone" on NBC-TV at 4.4. Ratings were 43.0 for Godfrey and 2.0 for "Firestone."

Beginning next Monday (3) extra half hour of the a.m. "Arthur Godfrey Time" will be simulcast. Mondays and Wednesdays and added quarter hour on Tuesdays and Thursdays (show now is on TV from 10 to 11 a.m.). On Sept. 28, all four shows will be on AM-TV for an hour and a half. All segments are sponsored. Friday remains an only-radio Godfrey.

The answer was a windfall.

Ford in Dress Biz

Ford Motor Co. is now in the dress hiz, thanks to tele-

the dress biz, thanks to television.

The Mary Martin dress on the Ford anni two-network telecast, worn during her fashion number on the show, is being marketed by Jamieson Novelties. Motor company owns the rights.

Last Thrush in Korea Under Fire, Lucy Monroe

'Intermezzo' Windfall For 'One Song Composer'

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Vote \$80,000,000 For Info Abroad

Washington, July 28.

An \$80,000,000 budget for the International Information Service, including "Voice Of America" and International Motion Picture Servrice, was approved yesterday (Mon.) by the Senate Appropriations Committee.

This is \$20,000,000 more than the figure voted by the House, but is about \$9,000,000 under what the Eisenhower Administration recommended. If the Senate adopts its committee's recommendation, a

committee's recommendation, a joint House-Senate conference committee will have to compromise the difference.

Spokesmen for the State Department predicted virtual collapse of the "Voice" overseas broadcasts unless the House figure was substantially boosted. stantially boosted.

Paris-Madrid Runaround By ABEL GREEN.

Madrid, July 28 Leo Carrillo, emcce of the pre-iere proceedings attendant to Leo Carrillo, emcee of the pre-micre proceedings attendant to the Castellana Hilton, recalled the pioneering days of Variety when founder-editor Sime Silverman had Carrillo, as staff cartoonist, whipping up lampoons of the "vaudeville Irust" in Sime's battle on behalf of the actors against the

Sidan Simpson O'Dwyer due back in New York in the fall for a TV spries

Sloan Simpson O'Dwyer due back in New York in the fall for a TV series.

The Robert Ruarks giving the lie to the "how cheap it is to live in Spain," pointing to their \$600-amonth hacienda, leased from Madeleine Carroll.

Tex McCrary's plaid regimental pants to match his dinner jacket. The kid's got guts—but on him they looked good.

Paris Paramounteers plenty worried about Martin & Lewis' blast against the British press; "the £6-aweek film critics who are mad because we're making £7.000 a week, and working." The film distribs know that the London press has a tall memory and will lay back until the next M&L release.

The diplomatic personal factor in TWA's service was demonstrated during the recent Castellana Hilton opening when chairman. Warren Lee Pierson (the holds the personal

in TWA's service was demonstrated during the recent Castellana Hilton opening; when chairman Warren Lee Pierson (he holds the personal rank of U. S. ambassador) and B. O. (Oz) Cocke, sales V.p., saw to it that all guests had seats on P. the Hilton-chartered. TWA Constellation home from Madrid, and then started looking for transportation for themselves and their wives back to the U. S. Not all TWA flights were operating at that time, because of the navigators' strike, so the Piersons and Cockes came home circuitously—Philippine Airlines from Rome to Madrid, LAI-Italian Airlines, Rome to N. Y. Day after they returned, TWA prez Ralph Damon had worked out an dagreement with the navigators, and TWA is now in full operation on all overseas flights.

Art Buchwald says he gave up panning Paris prices and the HCL in relation to tourists—"after all, I live there the whole year round and I'm just as much a sucker for the inflation." His bride, Ann McGarry, now heads a click Paris

(Continued on page 24)

Bill to Put Fee-TV Rates Under FCC's Thumb Stirs Query, 'Whodunit?'

Permanent Jobs

Hollywood, July 28.
While film lots are releasing contract players wholessale, a checkup at Metro shows that studio with three actors still tied up exclusively after

They are Lionel Barrymore, Lewis Stone and Clark Gable, with Gable still playing ro-

AFTRA OKs Special Scale For Closed Circuit, Big Screen TV'ing of Legit

Theatre-TV ing oil Legil
Los Angeles, July 28.
Theatre-TV got a hadly needed dose of adrenalin from American Federation of TV-Radio Artists national board at the annual convention here, when it voted to grant special rates to a N. Y. syndicate planning to televise at least three legiters from Gotham via ABC-TV on closed circuit to about 40 theatres.

atres.

Edgar A. Rosenberg, repping the New York group, which includes A. L. Berman, Irving Berlin's attorney, had asked union for special rates on grounds the proposed venture was a show biz precedent. It's planned to begin the telecasts in September from one of ABC's studios in Manhattan. There won't be any admission change at the origination point, but tickets will cost \$2.40 each at the various theatres receiving the productions. Exhibs will guarantee the costs, AFTRA was informed.

AFTRA board is giving the syn-

will guarantee the costs, AFTRA was informed.

AFTRA board is giving the syndicate the union's two-hour network rate, which means performers who have five lines or more will get \$202 plus \$146 if the show is repeated the same day. AFTRA will allow 38 rehearsal hours, with anything over that to be paid at the standard rate. Performers with five lines or less get \$112 and \$56.25 if the show is repeated.

AFTRA exces were told the syndicate plans to use top names such as Helen Hayes and Katharine Cornell for the theatre-Tventure. Shows will be staged once a month. Syndicate believes that with expansion of such a program eventually it can raise enough coin to underwrite an entire production before it bows on Broadway.

Holliday, Lawford Duo For Vaude-Nitery Dates

Two new coinedy teams out of films appear to be forming. Judy Holliday and Peter Lawford are teaming up for a fall presentation at the Sands Hotel, Las Vegas, and Harvey Lembeck and Robert Strauss are being submitted as a twosome. Latter pair is in the film version of "Stalag 17."

Both teams have been formed for the vaude-nitery circuit, but pri-mary objective is the lush coin of the Las Vegas hotels.

Anything New in 35m Can Be Done in 65: Zinnemann

He Done in 65: Zinnemann

Hollywood, July 28.
Fred Zinnemann, who'll direct
Rodgers & Hammerstein's 'Oklahoma' for Magna in Todd-AO
process, says tests prove there's
nothing new being done in 35m
that can't be done on 65m film.
He returned from Buffalo where,
with cameraman, Harry Stadling,
they shot extensive closeups in
widescreen system.

Hope's London Repeat

Hollywood, July 28.

Bob Hope's next London Palla-dium date starts Sept. 14. Comedian currently is winding his film as-signment at Paramount in "Casa-nova's Big-Night."

Hope sails from New York Sept.

2. arriving in Liverpool Sept. 6 for
a series of one-nighters to break
in the act he'll unveil at the Palla-

Biggest guessing game of the week centered around the question of who, if anyone, induced Rep. Carl Hinshaw (R., Cal.) to introduce his bill, H. R. 6431, which if passed would strike a hard blow at subscription-and theatre-TV, by putting their rate control under the FCC's thumb.

There were plenty of theories, but no concrete indications. Both Allied States and Theatre Owners of America insisted they had no prior knowledge of the measure. RCA board chairman David Sarnoff back in May had voiced his belief that pay-as-you-see TV, on a national basis, would prove 'a snare and a delusion." He urged the broadcasters to stick to their advertisers.

broadcasters to stick to their advertisers.

The Hinshaw bill had the odd effect of making a pair of strange bed-partners out of exhibs and subscription TV. Former have always maintained that largescreen TV in theatres was an added service and couldn't be considered broadcasting for a fee. Latter stick to the view that they are performing a public service, and shouldn't be punished for trying to introduce something new to the broadcast medium.

something new to the broadcast medium.

Arthur Levey, prexy of Skiatron, which sponsors Subscriber-Vision, said in N. Y. Monday (27) that he saw "no cause for alarm," and that cell-TV could rely on the wisdom of the legislators. Skiatron, along with Zenith and Paramount Pictures, intends to apply to the FCC for commercial permits for their systems later in the fall.

Filmites To Fight Bill
Washington, July 28.
Motion picture industry might be hard hit by the bill introduced in Congress by Rep. Carl Hinshaw (R. Cal.) which would put all forms of broadcasting for which a fee is charged under common carrier classification and subject of rate control by the FCC. Aimed to protect TV set owners measure would affect subscription-TV, theatre-tele, and FCC sources said it would also put operators of com(Continued on page 98)

LAUDER MEMORABILIA FOR SARANAC BENEFIT

Sir Harry Lauder memorabilia lent by Mrs. William Morris, Sr., and playbills donated by Bill Hardy, operator of Bill's Gay 90's, N. Y., will be featured at the Adirondack Antiques Show, to be held for the benefit of the Saranac Lake (N. Y.) General Hospital, starting

Aug. 4.

The theatre bills, from Covent Gardens, dated 1816 and 1817, will be auctioned for benefit of the

will be auctioned for benefit of the hosp.

The Lauder memorabilia will include a cane presented by the Scotch comic to the late William Morris, who managed him for many years. Also to be placed on exhibit will be an autographed first edition of P. T. Barnum's autobiography.

Heidt Leads 32-Man Unit On 3-Week Korean Trek

Hollywood, July 28.
Troupe of 32 headed by Horace
Heidt leaves for Korea Saturday
to entertain servicemen for three
weeks. Same troupe recently
gave three performances before
Armed Forces in the Son Diego

Meanwhile, Johnny Grant will Meanwaile, Johnny Grant, Will lead a company consisting of Ginny Simms, Peggy King, Artie Wayne, Pat Moran and Eddie Samuels on a six-day cross-country tour of service hospitals. Tours were arranged by the Hollywood Coordinating Committee.

Deport Ship as Red

Hollywood, July 28.

Immigration Department amounced the deportation of Reuben Ship, radio writer who refused to testify before the House Un-American Activities Committee here in 1951.

Herman Landon, district director for the department, said the

in the act he'll unveil at the Palladium.

After the London date, Hope returns to this country for another series of personal appearances.

After the London date, Hope returns to this country for another was former scripter of "Life of Riley."

NEW PROBLEMS IN TIX TAX LIFT

A Job Well Done!

There is kndos for everybody in the industry's virtually successful campaign to exempt motion picture theatres from the 20% Federal admissions tax. But the biggest bows must go to the grassroots principle that has long been a plea by proponents within the Council of Motion Picture Organizations; i.e., that by concerted action and proper representation the grassroots exhibitors, along with the major segments of the industry, can work out their economic survival.

Industry leaders see a reaffirmation of the principle of "government by the people, for the people" in the solons' sympathetic attitude to the pleas for the tax cut. It is also an obvious conclusion that a united front can achieve favorable industry results for the commonweal. Exhibition and distribution rode tandem in this year-long campaign, which may well prove the economic survival for some 5,000 or 6,000 theatres. What the Government may lose in amusement taxes is more than offset by the saving of these thousands of theatres from becoming reality and evoof these thousands of theatres from becoming realty and economic casualties. A neighborhood theatre is a greater moral force, be it for elementary entertainment or as a focal point for causes and collections which run the gamut from the Red Cross and March of Dimes to Korean-American Relief, than the same site converted into a parking lot or a supermarket site converted into a parking lot or a supermarket.

It's up to the President, now, but whether Mr. Eisenhower signs it, or goes in face of his own Congress, is almost not as important as the conclusion that all-industry coordination can achieve many a favorable result. The picture business found its stature in D. C. at "lowest ebb," according to one showman, but the "Mason admissions tax relief bill" (as it is more formally than the machine much to resetablish the industry. identified) has done much to reestablish the industry.

More important now, however, is the industry's follow-through More important now, however, is the industry's follow-through to thank all and sundry—Noah Mason, Eugene Milliken, William Knowland, Joe Martin, Joe Hallack, Daniel Reed, Ifeo Allen (of the Rules Committee) and other solons concerned. Showmen—exhibs and distribs, producers and personalities, legalists and lobbyists—all owe a great big thankyou to any and all of the above—and to their own state senators and congressmen—for their sympathy and understanding. A note of appreciation for a friendly cheering section in Washington is not only good manners but smart operation.

The industry is optimistic that President Eisenhower, who could have stopped the 20% exemption drive in the Ways & Means Committee, and could have done likewise in the Rules Committee, will go along with the Congress. The grassroots people saw their representatives, and the duly elected representatives of the folks back home—in this instance the theatre owners—realized the economic necessity for the move. For many theatres, it is a reprieve from hankruntey. owners—realized the economic necessity for the move. For many theatres it is a reprieve from bankruptcy. For others it reestablishes credit for them—they can now borrow for the new screens, facelitting, the new stereo sound. If and how theatres pass on the tax-saving, or don't, is secondary at the moment. Theatres in the black are bound to pass it on, although it is well established that cutting prices doesn't add customers. If they wanna see a picture, price is no object.

As for the personal bouquets, Col. H. A. Cole, of Dallas, and Pat McGee, of Denver, as co-chairmen of the campaign, have much to be pleased about. They coordinated well with COMPO's Bob Coyne, special counsel, and the three COMPO toppers Al Lichtman, Sam Pinanski and Trueman Rembusch—respectively heading distribution and exhibition (Pinanski for TOA and Rembusch for Allied). busch for Allied.)

It is a healthy thing all around. Deferred rentals and mora-toriums on going-business debts will be obviated. Economic latitude for improvements to keep pace with the current evolu-tions in audience values will be made possible. It's all been a job well done—not for a few, but for the industry at large.

Industry Ponders \$64 Question: 'What'll Ike Do About Tax Repealer?

IN \$10.000 BOOK DEAL

Washington, July 28.

In the final few days of the Congressional session, one of the birg questions in Washington and among motion picture men everywhere in the nation is, "What!" Ike do about the 20% tax repealer?" If approved, bill would become law Sept. 1.

In any case, the President has to Aug. 7 to make up his mind. If he doesn't act by then, and Congress is still in session, the bill becomes law automatically. If Congress adjourns, the Mason measure dies in a "pocket veto."

Bill, Passed casily by both the House and Senate, is at the White House, with the trend of speculation swinging more and more to the belief that the President will sligh it.

There are several reasons for a connicidence, according to the 20. Author Van Wyck Mason is the latest author to be signed by 20th-Fox's eastern story editor. Bertram Bloch, as part of the company's 'Operation Bestseller.' Under the agreement, 20th advances well-known witters a sum up to anywhere near \$10,000; in return for right to an option on their new books.

ongress adjourns, the Mason casure dies in a "pocket velo."
Bill, passed easily by both the ouse and Senate is at the White ouse and Senate is at the White on swinging more and more to be belief that the President will all." Other authors already under contract to 20th include Thomas in it.

There are several reasons for a coincidence, according to the 20th is.
First is the admittedly magnification.

Move which Block says isn't

this.

First is the admittedly magnificent job by COMPO in getting before Congress and the Administration the picture of extreme hardship being suffere by most exhibitors and especially by the fore 20th latched on to the widesmaller ones. One Washington by the fore 20th latched on to the widesmaller ones. One Washington world said that in all his years (Continued on page 126)

(Continued on page 126)

COMPO ALERTS TO LOCAL MOVES

with only the President's signature now between exhibs and their dream of a better life without the 20% admission tax, they are ops this week were beginning to concentrate on the public relations phase of their momentous.

Paramount is talking a new deal

Exhibs in their jubilation over a success which all had hoped for but few had believed possible, started mulling two aspects of the expected elimination of the Fed

started multing two aspects of expected elimination of the Federal tax:

1. The need to explain to the public why the benefits aren't being passed on at the b.o.

2. The urgent necessity to keep on the alert and fashion a defense against the expected avalanche of state, county and local bids for a part of the tax bite.

In both cases, COMPO (Council of Motion Picture Organizations) figures it could make good use of the fact-crammed kill containing vital statistics on the plight of the pic biz, which it got into the hands of Senators last week prior to the voice vote which brought the admission tax one step closer to extend the service of the county of the pic biz, which it got into the hands of Senators last week prior to the voice vote which brought the admission tax one step closer to extend the service which brought the admission tax one step closer to extend the service which brought the admission tax one step closer to extend the service which the service which brought the admission tax one step closer to extend the service which the s

these keys:
"Second Chance" (RKO), third

"Second Chance" (RKO), third a week ago, is taking over No. 1 posttion this round, according to reports from Variety correspondents in some 24 keys. It is champ by a xide margin, with big to great returns in virtually every city. "Shane" (Part again is holding from in second spot for second week in a row.

. In second spot for second week in a row,
"Charge at Feather River" (WB),
first last week, is finishing third,
"Moon Is Blue" (UA), on rivense
to any extent for only two weeks,

Gunzberg Gets \$2,500000 From 3-D Specs; Polaroid May 'Go It Alone'

EARLY WITH HARTMAN

Hollywood, July 28.
Seven months ahead of time,
Paramount is talking a new deal
with Don Hartman as chief of stu-

dio production. His current con-tract covers three years. Negotiations were started here last week by Barney Balaban, Par-amount presy, after viewing the company's newly completed films.

Pix Selling Setup Can Be Snarled In High Court 0.0.

washington, July 28.
A hearing on the Reed bill, to eliminate mandatory treble damages in civil antiquist sults and gergure up to a ceiling of three times actual damages, will be held by the House Judiciary Committee tomorrow (Wed.).

Measure is of great interest to Hollywood, which has been on the paying end of numerous treble damage suits in recently ears.

Austin Keough, general coinsel for Paramount, is expected to regarded with probably appear on the other side, with the Dept. of Justice also slated to make an appearance.

Ing method—showcasing in big downtown theatres of large cities and then spreading out to make the dawn as subject to the certification of the recent years. The community is considered to the damage suits in recent years.

Austin Keough, general coinsel for Paramount, is expected to testify in favor of the legislation. Spokesmen for exhibitor organizations, will probably appear on the other side, with the Dept. of Justice also slated to make an appearance.

National Boxoffice Survey

Rain Helps Biz in East; 'Chance' No. 1, 'Shane' Second, 'Feather' Third, 'Moon' Fourth Breaking of torrid heat wave in "Band Wagon" of 1 is eastern section of the U.S. via new pie which rates high p belay rain and the quantity of popularity boxoffice product on release are helping to keep bix at a high level currently. Extreme heat continued in some cities but the sustained popularity of 3-D pix is keeping trade considerably above normal summer levels even in these keys.

"Band Wagon" (M G) is another new pic which rates high potential, being berriffe in third N, Y Music Hall week and great in Washington, "Houdini" (Part, another new entry, is fat in Minneapolis; nice in N, Y, sock in Balto, fine in Philty and tein in L. A.

"Kid: From Left Field" (20th) shapes spotty, with neat takings in Indianapolis. It is disappointing in Detroit, fair in Cleveland and sliin in Pillsburgh, "I, the fine" (IA) is rated smash in Chi with an assist from stageshow, "Sword and Rose", IKO, also new, is sucke, in Frisco, "Redum To Paradise" looms greats Redum for Puradise looks great in Chi, "Inferno" (2010) shapes light in Chi on second round "Vire Squad" (CA) looks big in Buffato and lively in Philly "Francis Covers Big Town" (C) Jootn's great

"Charge at Feather-River" (WB).

"Charge at Feather-River" (WB).

"River and the seek is finishing third.

"Moon Is Blue" (UA), on release to any extent for only two weeks, is pushing up to fourth place, and likely will be heard from addition.

"Cinerama" (Indie) is fifth, while "Stalag 17" (Par), just getting unit "Gream (Stalag 17" (Par), just getting unit "Gream (Stalag 17" (Par), just getting unit "Groundo and Omidia, and smash on Philly extended run. "Dream (Swhite Witch Doctor" (20th) is winding up ninth.

"Farmer Takes Wife" (20th).

"Story of 3 Loves" (M-G) and "The Maze". (AA) round out the Golden Dozen in that sequence.

"Gentlemen Prefer Blondes", [20th) is promising of the newcomers, being smash in N. Y, and huge in Philly,

"Paring (Reversed Stiff" (Par) is winding up ninth.

"Gentlemen Prefer Blondes", [20th) (Space", (C) losins sfout in Defroit, "All, I. Desire", (IC) is hefty in Louisville and good in Ciney. "Af
"Gentlemen Prefer Blondes", [20th] (Complete Boxoffice Reports on Proges 8-9).

Polarold deal with Milton R. Gunzburg, under which latter had exclusive distribution rights for the exclusive distribution rights for ma-3-D viewers up to last July 15, is figured to have netted him close to \$2,500,000, before taxes, with Polaroid's share slightly less than

that.

Gunzburg's orders from Polaroid, so far add up to about 60,000,000, viewers, and he has an additional 23,000,000, still due him under the expired contract. He paid Polaroid 6.7c for each pair of specs and sold them for 10c, realizing a profit of 3.3c per viewer. His expenses were low, since he simply took theatre and distrib orders and passed them on 10 Polaroid.

Viewer producing outfit is understood to peg its cost at 3.5c for each pair of glasses, leaving a profit margin of glasses, leaving a profit margin of glasses, leaving a profit margin of this coin went into expansion and retooling for mass production.

Now that its projected deal for National Screen Service to handle the polaroids has blown up due to NSS refusal to give up distribution of other types of specs, Polaroid is mulling the possibility of handling its own viewers and eliminating the middleman. However, it's in (Continued on page 22) Gunzburg's orders from Polaroid

Set N.Y. Bow For 20th Stereo Mode

First demonstration of 20th-Fox's new single stereophonic sound sylem is skedded for N. V. in about 10 days. The 20th studio is packaging a lengthy show with ChemaScope footage to introduce the system included will be shots of the Coronation, views of Paris and excerpts from "12 Mile Reef."

Al Lichtman, 20th director of distribution, said Monday (27) that "The Robe," liest Cinema-Scope pie 4 or come out, will be re-(Continued on page 127)

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ABEL GREEN, Editor

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DAILY VARIETY (Published in Hollswood by Daily Variety, Ltd.) \$15 a Year, \$20 Foreign

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CHAMP BOUT STIRS THEATRE-TV

Only Keyes, Huston, Spiegel Qualify For Full Overseas Tax Exemption

Hollywood, July, 28.

Tohin Huston, Sam Spiegel and elyn Keyes apparently are the yethree Hollywood names quality to take full advantage of their months abroad to escape the ine tax. Others will be allowed fuctions according to the length of films to be made in Argentian of the country of t ductions according to the resignation they were out of the county previous to April 14, the cut-tidate set by the House of Repsentatives and expected to be set ion by the Senate.

by the Senate.

Africa, making "African
"," when the tax benefit law
passed, Huston and Spiegel
the first to qualify for exempe the first to qualify for exemps. Miss Keyes was abroad for
months, working on various
jects, before returning here in
the Next comes Gene Kelly,
is eligible for tax exemps for all but about 45 days of
18 months abroad. With a
100 weekly salary, he profits
ething like \$350,000, Anatole
ask was reported about six cak was reported about six ks short of his 18 months over s on April 14, although he was on a studio payroll during that

me. Claudette Colbert, currently verseas, will be entitled to approximately six months of tax xemption on her earnings over here. Gary Cooper, who made "Remain to Paradise." is tax exempt for the country of the but nothing ork in that film but nothing

eturn for a percentage is on "Roman Holiday," lax exemption only ax on his profits from the picture which is still to be released ronically. Peck started a pictur (Continued on page 24)

Skouras Circuit, While Suing 'Em, Asks Majors To Defer Film Rentals

s term "unusual," came after chain had slapped all compa-except 20th-Fox, with a \$14,-100 antitrust suit. Strik execs were reluctant to use the circuit's bid for help, indicated it had been tumod

dicated it had been turn.
There was comment about your timing of the request e not apt to help a fellow has a suit pending agains. indicated it had been turned it was understood that the o discuss any such proposi-view of its producer com-

at 20th The chain had withdrawn its and added, "it's all been set"Asked to comment, Spyros
areas, Jr., of the Skouras cirterused flatly to explain his
15 unusual request, "because
11 anyone's business but buse"

cish now hurts because of the day retool to the new wide ren and 3-D media.

WB Eastern District Meet

Jules Lapidus, Warner Bros.' Sern and Canadian division sales anager, holding meeting of the pany's eastern district in New

John S eastern disting S John (Wed.). Officoming Warner WarnerSuperScope

Paulette's Film in Arg.

Shooting on the first of a series of films to be made in Argentina by John Bash Productions of New York will get under way in December. Bash is currently in the South

First film on the company's slate s "Devil May Care," from a novel by Wade Miller. Paulette Goddard s set to star, with William Castle lirecting. The screenplay is by Eu-

Hughes To Loan \$8.000.000 To RKO In Coin Dilemma

from its high-

discuss in any manner any financial questions relating to the company.

Pascal Maps 'Pygmalion' As Legit, Pix Musicals

Musical legit and film versions of George Bernard Shaw's "Pygmalion" are planned by Gabriel Pascal, who last filmed the Shaw comedy in 1938. "Pygmalion" is one of five Shaw plays which Pascal, will produce under a settlement reached last week in London with the public trace.

Difemna," "Man and Superman," "Don Juan in Hell" and "Devil's Disciple." Deal includes radio and TV rights.

Home TV Chances

Giant New Theatre Circuit Looming

he southwest, to be made up of everal multi-million dollar chains n which Joseph M. Schenck, Jeorge P. Skouras and others are worked out by the principals. The see the merger making for more

would have to be obtained for the deal, which is still embryonic stage, with many angles still to be figured. Chief chains involved

Warner Sets N.Y., Europe Talks on WBScope Lens

FOUR GROUPS BID U's Rank Pix Take Up 25% in America; FOR SEPT. 24 GO Map Brit. Film Fests Throughout Land

SAG Votes to Bar All **Commies From Guild**

Ilollywood, July 28 ren Actors Guild member overwhelmingly voted to a new bylaw barring mem

Tax Win Proves Statistics Setup Need: Rembusch

poys in New York think we don't need to bother about statistics. As I see it, they are in part responsible for the industry being in the state liat it is now."

President made known his pon, and that the question of

"If we had had adequate statistic we would have known how close we are to economic ruin and bank

(Continued on page 24)

Par's 'Zukor Jubilee' Pix Push Tees Off Aug. 30

dustry's vet's 50th anniversary in the film biz; has been skedded for the 14-week period from Aug 30

and branch managers were hos at the shows held outside N. Y.

Films Yield \$839.000.000 To '52 Nat'l Income; AM-TV Adds \$404,000,000 More

Washington, July 28.
The motion picture industry cor-ibuted \$839,000,000 to last year affonal income of \$291,629,000 00, reports the U.S. Dept. o

Margolies' 'Desert' Bally

bally: program. Although ey outfit has a releasing RKO, the distribution of

From Here to Eternity (SONG)

FILM REVIEWS

Smash screen adaptation of the James Jones bestseller, with Burt Lancaster, Montgomery Cliff, Frank Sinatra. Socko en-tertainment for big business.

Hollywood, July 28.

Columbia release of Buddy Adler prouction. Stars Burt Laneaster, MontgomClift, Deborah Kerr, Donna Reedrank Sinatra: features Philip Oberrank Sinatra: features Philip Oberrank Borgaine. Jack Warden, John Dens, Merle Travis, Tim Ryan, Arthur Keein, Burbara Morrison. Directed by Fraineemann. Screenplay, Daniel. Taradash,
ised on novel by James Jones; cameraurnett Guffey; editor, William Lyon. mann. Screenplay, Daniel Taradast on novel by James Jones; cames tt Guffey, editor. William Lyon James Jones, Fred Karger, Robert background mine. George Dunina al direction. Morris Stoloff. Pro d July 23, '53, Running time, 11

Millon Warden ert E. Lee Prewitt Mo en Holmes fillon Warden Burt Lane t E. Lee Frewitt Montkomery, Ilolmes Donna e Donna o Maggio Frank Si Dana Holmes Philip eva Mickey Shaugh oli Harry Bel

The place of the control of the cont

Three Girls From Rome

Three Girls From Rome,"
Italian-made film tradeshown in New York last week, was reviewed from Rome by VARIETY April 2, 1952, under its original title of "Ragazze di Piazza di Spagna". "Girls of Piazza di Spagna". Produced by Rudy Solmsen's Astoria Films, the picture stars Lucia Bose, Cosetta Greco and Liliana Bonfatti in a story of family life in modern Rome, "A good cast, headed by three new Italian lookers," reviewer Tubb opined, "plus a generous share of humor and a lively pace should make this foreign-language theatres. The three comely newcomers may add additional exploitation walue." Now dubbed into English in New Company Company and additional exploitation walue."

foreign-language users may add additional exploitation value." Now dubbed into English, the film is being distributed in the U.S. via IFE Reasing Corp. Original running time of 96 minutes has been shaved to 85.

names. The M-G release, and fact a number of circuit operators participated, assure it top dates where the guest-star cast can be exploited, Outside of the promotional aspects, though, it is routine entertainment that will depend upon ballyhood for its boxoffice.

The all-star cast is used, seemingly, for no other purpose than to make the picture a "name-dropper," since only a very few get a chance for more than mere walkons. In a number of instances, their presence only slows the show, because they have nothing valid to offer the story. Exceptions are Tallulah Bankhead, playing a burlesque of herself in an integrated part of the plot, and Herb Shriner, Agnes Moorehead and, Gerrude Berg, doing story characters. Such others as Ethel Barrymore Shirley Booth, Louis Calhern, Rex Harrison, Lilli Palmer, Cornel, Wilde, Mary Martin and Helen Hayes are only window dressing for advertising.

The names are encountered along the way as the plot deals with the struggle of Tom Morton to find himself as a playwright and make up his mind about love and marriage, with Mary Murphy, young actress, not too interested in esting enough to get by. Despite their greater experience and standing, no more can he said for Miss Bankhead or Miss Moorehead, who plays Morton's agent. Miss Berg scores as a warm, motherly person who helps Morton, and Shriner, the Indlana version of Will. Rogers, stands out, as the hardware fherchant who loses to Morton in the courtship of Miss Murphy.

After this excursion into film acting, there is no reason why Oscar Hammerstein, 2d, Richard Rod-

Times Gone By

"Times Gone By." an Italian import tradeshown in New York last week, was reviewed at last year's Venice Film Festival by Variety under its original title of "Altri Tempi" ("In Olden Days"). Writing in the issue of Sept. 17, 1952, Hawk. rated the eightpart film as a meritable entry which will be aided by its "high entertainment value" in the international market. Names of the all-star cast will help," the critic added, "and there are some exploitable angles which can be built for some U.S, dates."

Picture's eight stories, culled from Italy's, literary stockpile, are portrayed by Vittorio de Sica, Aldo Fabrizi, Alba Arnova, Gina Lollobrigida, and others. "Most episodes," the reviewer opined, "are well acted and directed with tongue-in-check or with obvious sentimental intent. Some trimming would help." Original running time of 126 minutes has been cut to 106 for U.S. distribution via IFE Releasing Corp.

pect her of poisoning her young step-daughter, who dies as the story opens, and plotting to do the same to her stepson. Reluctant to believe such a charming, friendly person as she is could kill anyone, Cotten starts an investigation to clear her. Cotten sta clear her.

cotten starts an investigation to clear her.

Through careful police work, excellently documented in the script, Jack Kruschen, Barney Phillips and the men under them bring out that Miss Peters could have given the child the strychnine that killed her, but a preliminary court hearing establishes there is insufficient evidence to sustain a charge of poisoning. By now Cotten is convinced of her guilt and boards the same ship she is taking to Europe with the boy, having worked out a scheme to poison her and then force a confession while there is still time for an antidote to save her.

Gary Merrill and Catherine Ma

Gary Merrill and Catherine Mc-Leod team nicely as friends of Cotten who first tout him on the possibility of poisoning in the death of his niece. The other cast members also perform acceptably and the behind-the-camera credits such as lensing and musical direc-tion assist the mood. Brog.

FINIS TO FAVORED 3-D TERMS

Exhib Wages Token War Vs. Cops And N.Y. Subway; Ink Cut-Rate Truce

Brooklyn, home of many famous rhubarbs and the gloried antics of Dem. Bums, was the scene this week of a tempest involving a heretofore unheralded 600-scat film theatre. The theatre, the Avenue U, 1602 Ave; U, gained the spotlight via radio. TV and newspapers. The period of glory re-

French Concede On U.S. Pix Pact

his recent Paris visit. The need hope of getting a subsidy of the U.S. distribs, but are ill shooting for some means of etting their pix exploited in the merican market.

ench position represents some yer, that they have no inten-of doing a repeat on Italy, e 10% of their frozen coin to the domestic industry as a

official rate, with the rest of the money going into capital accounts where it's available for periodic deals at the prevailing rate.

Judge Will Pass On Chas. Skouras' Illness

Hollywood, July 28, udge Harry C. We

He was examined last week by br. Robert W. Langley, of Beverly lills, who submitted report to the court, and will testify tomogrow to amplification of the report.

Judge Nixes Claim M-G Swiped 'Painting' Process

Los Angeles, July 28.
Federal Judge Harry C. Westver tossed out a plagiarism suit
rought against Metro by Helen
aylor, who declared she had percted a new method of transmitting white light through colored screens. Process, which she called "painting with light," was used in

Metro picture.

Court ruled that 'painting by the is no more protectable than linking by oil?"

D. of J. May Nix SW's Cinerama Co. **Equipment Hold**

PAR COMING OUT ON TOP

like uncertain b.o. con-

tenders, First, "Come Back, Little Sheba,"

\$3,000,000 in domestic distribution coin, for a good profit.

Second, "Shane," shaped as a major problem because of its unusually high cost of slightly over \$3,000,000. This one looks fairly certain to hit \$5,000,000 or over in domestic coin, on basis of playdates so for

Lawyers Repping Loew's In Mayer Suit Get 60G

ounsel representing stockhold-in the suit which forced Louis ors, in the suit which forced Louis B. Mayer to return \$150,000 to Loew's, Inc., have been awarded a total of \$60,513.75 in fees by W.Y. Federal Judge Alfred C. Coxe.

50% STRUCTURE

Half-Half Era Ending
Break in the 50% rental struc-ire came last week with release
Metro's "Arena" and United
(Continued on page 14)

Skouras Binding O'Seas Prod. of C'Scope Lenses, Screens, Stereo Sound

Speeding production of Cinemaproduction arrangements handfacturers of beauty and stermine with manufacturers of lenses, recens and stereophonic sound in lance. Spain, Italy, Sweden and Jermane

Germany.

Following his return from a European trip, Skouras last week disclosed the following deals: In France, where CinemaScope inventor Henri Chretten is making, lenses, Brockliss-Simplex, Establissments Charlin and Compagnie Radio-Cinema will turn out directional sound equipment, while Michel Avenard will work on screens.

ns. Spain, Industria Eletronica L. an RCA subsidiary, and Macturas Jose Jover, S. A.

Silvers Gets 'Lucky'

Hollywood, July 28. was signed by Warners to costar with Doris Day in the musical pro-duction, "Lucky_Me," to be made

BREAK COMES IN AB-PT, Loew's, Rep and U Spark Recent Film Biz Coin Upbeat

Dicker Stewart Granger Now for Garland's 'Star'

WB to Rent Its Lenses to Exhibs At \$50 a Throw

(Continued on page 14)

'ANTI-U.S.,' JAPANESE PIC **SLATED FOR VENICE FEST**

Tiger of Alania; "may be licensed for distribution in the U.S. The Japanese press has said that Jeffish elements have been connected with production of both

SAG Eyes Dues Hike

'3-D' Definition **Snarls Norse Deal**

Cowdin, Erikson Take O'Seas Pix, AM Posts

400 Voice of America and head of the State Departments and head of the State Departments and head of ture service respectively. Could is a former board chairman of Uni

things, include government information messages into its pix gold abroad. There has been no state of the control of the contro

New Films Lift L.A.; 'Chance' Stout \$37,000, 'Houdini' Fancy 17G, 'Wife' Slow 22G, 'Stalag' Strong 14G, 2d

Los Angeles, July 28.

New bills are helping biz here this week although only two are getting much play. Several stout extended-run pix continue to bolster biz pace.

"Second Chance" is shaping big \$37,000 in two theatres while "Houdin" is catching a neat \$17.000 in two-ezoners. "Farmer Takes Wife" is mild \$22,000 in four sites. "City That Never Sleeps" looks Slim \$10,000 in two spots.

Tourist trade continues to pushup "Cinerama" at the Hollywood, the 13th week being smash \$37.000. Final (8th) frame of "Shane's solid \$19,000. "Stalag 17" looms hefty in second round at Beverly Hills while "Moon Is Blue" continues sturdy in fourth session in two spots.

Estimates for This Week.

unues sturdy in fourth session in two spots.

Estimates for This Week.
Hillstreet, Pantages (RKO) (2,-752; 2,812; 95-81.50) — "Second Chance" (RKO) and "Tarzan and She-Devil" (RKO). Big \$37,000. Last week, "South Sea Woman" (WB) and "Last Posse" (Col) (2d wk), \$14,500.

Palace, Vogue (Metropolitan-FWC) (1,212; 835; 70-81.10)—"Houdini" (Parl and "Son Belle Starr" (AA). Neat \$17,000. Last week, in other units.

Los Angeles, Iris, Uptown, Lov-

(AA). Neat \$17,000. Last week, in other units.

Los Angeles, Iris, Uptown, Loyola (FWC) (2,097; 814; 1,715; 1,248;
70-\$1.10)—"Farmer Takes Wife'
(20th) and "Dangerous Crossing"
(20th), Mild \$22,000. Last week,
"Interno" (20th) and "Murder
Without Tears" (AA), \$22,000.

Downtown, Wiltern (SW) (1,757;
2,344; 70-\$1.10)—"City That Never
Sleeps" (Rep)—and "Sweethearts
On Parade" (Rep). Slim \$10,000.
Last week, "Vice Squad" (UA) and
"Heart Goes Crazy" (UA), \$12,000.
Globe, El Rey (FWC) (782; 861;
70-\$1.10)—"Twilight Women" (Lip)
and "The Slasher" (Lip). Scant
\$6,500. Last week, Globe, "Neanderthal Man" (UA) and "Man
From Tangler" (UA) (2d wk), \$2,400.
United Artists (UATC) (2,100.

400. United Artists (UATC) (2.100; 70-\$1.10)—"Jamaica Run" (Par) and "Vanquished" (Par) (2d wk). Only \$3.500. Last week, with Vogue, \$9.000.

Beverly Hills (SW) (1,612; 80-\$1.50)—"Stalag 17" (Par) (2d wk). Hefty \$14,000. Last week, with preem, \$16,500.

efty \$14,000. reem, \$16,500. Los Angeles, Hollywood Para-tounts (AB-PT-F&M) (3,300; 1,430; 5-\$1.50)—"Charge Feather River" (Continued on page 14)

'Stalag' Stout \$25,000, Hub; 'Ride' Neat 32½G,

stimates for This Week
Fox (Fox.-Detroit) (5,000; 70.51)
"Second Chance' (RKO) and "Magnetic Monster" (UA) (2d wk).
Boston, July 28.
Towing a brisk week at many of downtown majors, biz has med off this starza, with 19 17" at the Met best of paners. "Ride, Vaquero!" at and Orpheum shapes okay 15,000 Fingers of Dr. T" at stor is disappointing. "Second Chance' (UB) (4,000; 95-\$1.25)
"Scared Giff." (UB) (4,000; 95-\$1.25)
"Scared Giff." (Par) and "Stars (UB) (4,000; 95-\$1.25)
"Scared Stiff." (Par) and "Stars (UB) (4,000; 95-\$1.25)
"S Following a brisk week at majority of downtown majors, biz has stackened off this stanza, with "Stalag 17" at the Met best of newcomers. "Ride, Vaquero!" at State and Orpheum shapes okay but "5.000 Fingers of Dr. T" at the Astor is disappointing. "Second Chance" in second week at the Memorial is holding strong. "White Witch Doctor" in second frame at Paramount and Fenway looms okay.

Ratimates for This Week
Astor (B&Q) (1.500; 65-95)—'5.

OO Fingers Dr. T'' (Col). Unexciting: \$6,000. Last week, "Let's Doit Again" (Col) (3d wk) \$3.500.

Boston ((RKO) (3,000; 50-90)—
"Halls of Montezuma" (20th) and
"Fixed Bayonets" (20th) (reissues) split week with "Woman in Window" (Indie) and "The Stranger" (Indie) treissues). Drab \$6.500. Last week, "Affairs. with Stranger" (RKO) and "Ghost Ship" (Lip).

\$8.000.

\$8.000. Exeter (Indic) 11,300; 60-\$1)—
"Queen-Is Crowned" (II) (8th wk).
Off to about \$5.000 following neat
\$6,000 for seventh.
Fenway (NET) 11,373; 50-90—
"White Witch Doctor" (20th) and
"Heart Goes Crazy" (Indic) 12d wk).
Oke \$4,000 following \$6,500 first
week

Memorial (RKO) (3,000; 60-\$1.10) —"Second Chance" (RKO) and "Tarzan and She-Devil" (RKO) (2d wk), Strong \$16,000 Last week,

\$25,000.

Mctropolitan (NET) 4,367; 50-90)

"Stalag 17" (Par) and "4 Sided Triangle" (Indie). Nice \$25,000 tooms Last week, "Charge Feather River" (WB) and "Loose in London" (AA) (2d wk-5 days), \$12,000.

Orpheum (Loew's) (3,000; 50-90)

(Continued on page 14)

Broadway Grosses

Estimated Total Gross
This Week \$623,000
(Based on 23 theatres)
Last Year \$521,300
(Based on 18 theatres)

'Chance' Mighty \$14,000 in Prov.

Providence, July 28.

RKO Albee has 3-D this week and is leading the town with "Second Chance" at smash figure Widescreen is helping State's "Ride, Vaquero!" to okay session. "White Witch Doctor" is neat at Majestic while "Shane" was smash on second week at Strand.

Entireless for This Week

Estimates for This Week
Albee (RKO) (2,200; 64-85)—
"Second 'Chance" (RKO) and
"Trail Blazers" (RKO). Smash \$14000. Last week, "All I Desire" (U)
and "Thief In Silk" (U), \$7,500.

and "Thief In Silk" (U), \$7,500.

Majestic (Fay) (2,200; 44-65)—
"White Witch Doctor" (20th) and
"Monsoon" (20th). Perky \$10,000.
Last week, "Charge at Feather
River" (WB) (2d wk), same.
State (Loew) (3,200; 44-65)—
"Ride Vaquero!" (M-G) and
"Problem Girls" (Col). Widescreen
helping to okay \$12,000. Last week,
"Farmer Takes Wife" (20th) and
"Scandal at Scourle" (M-G), \$9,500.
Strand (Silverman) (2,200; 44-65)—
"No. Escape" (UA) and "Marishal's Daughter" (UA). Opened
Mönday (27). Last week, "Shane"
(Par) (2d wk), sock \$10,000.

'RATS' WHOPPING 18G. DET; 'SPACE' BIG 17G

DEI; STACE BIG 1/4

Detroit, July 28.

Biz shapes excellent this stanza with many holdovers doing strong trade and overall total getting a boost from some newcomers. "Desert Rats" is standout of new entries, being smash at Broadway-Capitol. "Kid From Left Field" is not too strong at United Artists. "Second Chance" is big on second Fox round. "Cinerama" continues sockeroo in 19th week at the Music Itall.

Estimates for This Week

Fox (Fox-Detroit) (5.000: 70-\$1)

'Shane' Terrif \$16,000, Port; 'Feather' Oke 9G

Portland, Ore., July 28.
Coin is pouring into the firstruns here this session. Nearly all
spots have new product. "Shane"
shapes smash at Orpheum. House
had new panorama screen installed
for this one. "Charge At Feather
River" also shapes well. "Sioux
Uprising" filmed in eastern Oregon
looks bangup at Broadway.

Estimates for This Week

Estimates for This Week
Broadway (Parker) (1,890; 65-90)
"Great Sioux Uprising" (U) and
"Slight Case Larceny" (M-G). Lusty
\$8,000. Last. week, "All I Desire"
(U) and "Take Me To Town" (U),
\$6,900.

sijuu. Last.week, "All I Desire" (U) and "Take Me To Town" (U), \$6,900.

Guild (Parker) (400; \$1)—"Lill" (Mr-G): 10th wk). Big \$2,800. Last week, \$2,500.

Liberty (Hamrick) (1,875; 65-90)—"South Sea Woman" (WB) and "Blue Gardenia" (WB). Big \$10,000. Last week, "Story 3 Loves" (Mr-G), \$7,700.

Mayfair (Evergreen) (1,500; 65-90)—"Gun Belt" (UA) and "Navajo" (Indie), So-so \$3,000. Last week, "White Witch Doctor" (20th) and "Bandits Corsica" (UA) (mo.), ditto.

Oriental (Evergreen) (2,000; 65-90)—"Love Happy" (UA) and "Africa Screams" (UA) (reissues). Modest \$1,800. Last week, "Let's Do It Again" (Col) and "Glass Wall" (Col), \$2,400.

Orpheum (Evergreen) (1,750; 90-\$1,25)—"Shane" (Par). Smash \$16,000. Last week, "Last Posse" (Col) and "Flame of Calcutta" (Col), \$5,900.

Paramount (Evergreen) (3,400; 85-\$1,10)—"Charge Feather River" (WB). Okay \$9,000 or near. Last week, "Let's Do It Again" (Col) and "Glass Wall" (Col), \$6,500.

'Sword' Sockeroo 14G, Frisco Preem

San Francisco, July 28.
Cooler weather is boosting bit here this stanza. World preem of "Sword and Rose" shapes sockeroo at the St. Francis. "Second Chance." at the St. Francis, "Second Chance" shapes great at Golden Gate. "Shane" continues smash at Para-mount in fourth week. "Moon Is Blue" still is big in fifth United Artists session.

Estimates for This Week

Artists session.

Estimates for This Week

Golden Gate (RKO) 2.850; 95\$1.251—"Second Chance" (RKO)
and "Tarzan and She-Devil" (RKO).
Great \$24,000. Last week, "Sea
Devils" (RKO) and "Below Sahara"
(RKO), \$12,000.
Fox (FWC) (4,651; 65-\$1.10)—
"White Witch Doctor" (20th) and
"Son of Belle Star" (AA) (2d wk).
Dull \$10,000. Last week, \$22,500.
Warfield (Loew's) (2,656; 65-95)
—"Ride, Vaquero!" (M-G) (2d wk).
Fair \$10,000. Last week, \$16,000.
Paramount (Par) (2,646; 90-\$1.25)
—"Shane" (Par) (4,400; 74-\$1)—
"Sword And Rose" (RKO). Socko
\$14,000 or over. Last week, "Trader
Horin" (M-G) and "Sequoia" (M-G)
(reissues), \$9,000.

Orpheum (No. Coast) (2,448; 6595)—"All I Desire" (U) and "Crash
Of Silence" (U) Mild \$9,000. Last
week; "Cruisin" Down River" (Col)
and "Last Posse" (Col), \$9,000.

United Artists (No. Coast) (1,207;
\$1,10-\$1,50)—"Moon Is Blue" (UA)

'Shane' Giant at \$18,000, Mpls. Ace; **'Houdini' Hefty 6G, 'Lili' Lofty 7G**

Minneapolis, July 28.
nt week produced only kecomers; but three of them oas boxoffice powerhouses, with the climination of waiting for here: Headed for huge Hence, with the climination of Aquatennial competition: the turnstiles are busy. The high stepping trio comprises "Shane." "Eili" and "Houdint." Other new entry. "Francis Covers Big Town." is feeling this tough competition. Of numerous holdovers and move-overs, "Second Chance" and "Charge at Feather River" loom tops, both being solid.

Estimates for This Week
Century. (Par. (1,000, 65-85)—
"White Witch Doctor". (20th) 3d wk. Okay \$3,500. Last week.

Gopher (Berger) (1,025; 65-85) State (Par) (2,300; 80-\$1)—

"Houdini" (Par). Fat \$6,000. Last week, "Trader Horn" (M-G) and 12d wk). Neat \$6,000. Last week, "Sequola" (M-G) (reissues) (2d wk). Neat \$6,000. Last week, "\$1,000. \$1,800 in 6 days.

Lyric (Par) (1,000; 65-85)—"Let's Do It Again" (Col) (m.o.). Passable Last week, "Glass Wall" (Col), \$4,500. Last week, "Fast Com \$2,800.

RKO-Orpheum (RKO) (2.800, 65-85)—Francis Covers Big Town (U), Moderate \$6,000, Last week "Second Chance" (RKO), \$14,000 at 75-\$1.

at 70-\$1.

RKO-Pan (RKO) (1,600; 75-\$1)

"Second Chance" (RKO) (m.o.).

Still fast pace after big Orpheum
first canto, Looks like \$7,000. Last
week "Fort Apache" (RKO) and
"Blood on Moon" (RKO), (reissue),

'Chance' Wow \$18,000 in Lush D.C.; 'Feather' Fancy 21G, 'Band' Boff 24G

Key City Grosses

Estimated Total Gross
This Week \$2,625,300
(Based on 22 cities, and 225
theatres, chiefly first runs, including N. Y.)
Total Gross Same Week
Last Year \$2,186,700
(Based on 23 cities, and 197
theatres.)

'Blondes' Sultry \$36,000 in Philly

Philadelphia, July 28.

Philadelphia, July 28.
Mid-city film houses are doing terrific biz currently, several houses holding up well with holdover bills, "Gentlemen Prefer Blondes" shapes huge in first round at the Stanley while Randolph's "Second Chance" is great for initial week, "Houdini" looms nice at Boyd, "Dr. T" is only fair at Midtown.

Estimates for This Week

Arcadia (S & S) (625; 85-\$1.20)—
"Young Bess" (M-G) (4th wk). Fine \$8.500. Last week, \$9,500.

\$8,500. Last week, \$9,500.

Boyd (SW) (2,360; 50-99)—"Houlini" (Par). Nice \$10,500. Last
week, "Stalag 17" (Par). \$11,000.

Fox (20th) (2,250; 50-99)—"While
Witch Doctor" (20th) (2d wk). Fast
\$16,000. Last week, \$28,000.

Goldman (Goldman) (1,200; 5099)—"Vice Squad" (UA) (2d wk).

Lively \$15,000. Last week, \$25,000.

Mastbaum (SW) (4380; 99-\$1.25)

—"Charge Feather River" (WB)
(2d wk), Nice \$14,000, Last week
\$23,000.

Midtown (Goldman) (1.000: 65-99)—"5.000 Fingers Dr. T" (Col). Fair \$7,000. Last week "Scandal At Scourie" (M-G), \$9,000.

At Scourie (W.G.), \$9,000,

Randelph (Goldman) (2,500: 99\$1.30)—"Second Chance" (RKO).

Great \$24,000, Last week, "Let's

Do. It Again" (Col) '/2d wk),
\$10,000.

\$10,000.

Stanley (SW) (2,900; 99-\$1.25)

— "Gentlemen Prefer Blondes" (20th). Huge \$36,000. Last week. "Dangerous When Wet" (M-G); \$14,000.

Stanton (SW) 1.473; 50-99)—
"49th Man" (Col) and "Flame Calcutta" (Col). Okay \$8,000. Last
week, "The Vanguished" (Par),
same.

Trans-Lux (T-L) (500; 99-\$1.50)

— "Moulin Rouge" (UA) (21st wk).

Wow \$8,000 after \$7.500 last week.

'Chance' Robust \$15,500, Pitt; 'Dark' Bright 7G, 'Lili' Mildish \$10,000

Pittsburgh, July 28.

Stanley, continuing its 3-D binge, is out in front again this week with "Second Chance." Polaroid glasses are also giving the Harris a bit of a lift via "Man. In the Dark." At sure-seat Squirrel Hill nabe, "Juggler" is still terrific in second week. Fulton is way down with, "Kid From Lett Field." Although crix raved about "Lill," it's only doing so-so at the Penn.

Estimates for This Week

Fulton (Shea) (1.700; 50-85)—
"Kid From Left Field" (20th).
Strictly on weak side, slim \$4,000
Last week, "All I Desire" (U) \$6.500.

Harris (Harris) (2,200; 50-85)—" "Man in Dark" (Cob. Nice \$7,000 Last week, "Farmer Takes Wife" (20th), \$5,200.

Penn (Loew's) 3,300: 50-85—
Penn (Loew's) 3,300: 50-85—
Cili" (M-G). Crix went for this one. No world-beater, \$10,000 but not too had these days. Last-week. "Stalag 17" (Pan') 2d wk.) \$9,700 in 6 days. Moved to Ritz to continue downtown run.

Squirrel Will (SW)

Squirrel Hill (SW) (900; 50-85) -"Juggler" (Col) (2d wk). Terrific \$4,000. Sticks again. Last week, \$4,500.

\$4.500.

Stanley (SW) (3.800; 50-85)—
"Second Chance" (RKO). String of
3-D'ers paying off at this deluxer,
and shapes big \$15.500; likely will
move to the Warner. Last week,
"Sangaree" (Par), \$11.000.

Warner (SW) (2.000; 50-85)—
"Hitch-Hiker" (RKO)—and "Count-Hours" (RKO). Sluggish \$4.500.

Last week, "Pony Express" (Par),
\$6,000.

Washington, July 28.

Some nice business is showing up along the mainstem this week; "Band Wawon" is leading the city with sock returns. Second week of, "Blue Moon" day-dating in two sure seaters continues at torrid pace. Pair of new 3-D films, "Second Chance" and "Charge at Feather River." also are running very big, although the 3-D novelty shows signs of wearing off here. "Ride, Vaquero!" with yaude looms very nice at Capitol.

Estimates for This Week
Capitol (Loew's) (3,434, 55-95)—"Ride, Vaquero!" (M-G) plus vaude, Very nice \$22,000, thanks to vaude draw. Last week, "Dangerous When Wet" (M-G) plus vaude, \$24,000.

Columbia (Loew's) (1,174; 55-85)—"Stalag 17" (Par) (3d wk). Comfortable \$9,000. Last week, \$12,000.

Dupont (Lopert) (372; 55-\$1)—"Moon Is Blue" (UA) (2d wk). Excellent \$6,000 day-date with Playhouse. Holds. Last week, \$300.

Keith's (RKO) (1,949; 90-\$1.25)—"Second Chance" (RKO). Socko \$18,000 for this 3-D opus at advance tab. Stays over Last week, "Came From Outer Space" (U) (3d wk), \$10,000.

Metropolitan (SW) (1,200; 55-85)—"Bosse" (Rep). Thim \$4.200.
Last week, "Sea Devils" (RKO), ditto.

Palace (Loew's) (2,370; 55-85)—"Band Wagon" (M-G). Great \$24,000. Last week, "Sea Devils" (RKO), ditto.

Palace (Loew's) (2,370; 55-85)—"Band Wagon" (M-G). Great \$24,000. Last week, "Sea Devils" (RKO), ditto.

Palace (Loew's) (2,174; 90-\$1.25)—"Charge at Feather River" (WB).

Handsome \$21,000. Last week

Warner (SW) (2,174; 90-\$1.25)—
"Charge at Feather River" (WB).
Handsome \$21,000. Last week,
"South Sea Woman" (WB), \$10,509.

'Francis' Fancy \$16,000 Leads K.C.; 'Maze' Lively 9G, 'Loves' Light 9½G

Two newcomers are helping cheer the city this week. "Francis Covers Big Town" in four Midwest first-runs looms sturdy while "The Maze" at the Paramount is rated nice. "Second Chance" in its second week at the Missouri is as good as some first weeks. "Chryes" shapes slow at the Midland. Weather continues on the hot side.

Estimates for This Week

side. Estimates for This Week
Kimo (Dickinson) (504; 65-85)—
"Lili (M-G) (11th wk). Fine \$1,-600. Last week, \$1,800.
Midland (Loew's) (3,500; 50-75)—
"Story of 3 Loves" (M-G) and "One Girl's Confession" (Col). Dufl \$9,500. Last week, "Ride, Vaquero!" (M-G) and "Problem Girls". (Col), \$12,000.
Missouri (RKO) 12,650; 75-\$1)—
"Second Chance" (RKO) and "Tarzan and She-Devil" (RKO) (2d wk). Fat \$8,000. Last week, \$15,000.
Paramount (Tri-States). (1,900; 75-\$1)—"The Maze" (AA). Fine \$9,000. Last week, "Scared Stiff" (Par) (2d wk). \$8,000.
Tower, Uptown, Fairway, Granda (Fox Midwest) (2,100; 2,043; 700; 1,217; 50-75)—"Francis Covers Big Town" (U) with "Girls in Night" (U) at Tower and Granada. Sturdy \$16,000. Last week, "Glory Brigade" (20th) and "Fort Vengeance" (AA), average \$13,000.
Vogue (Golden) (550; 65-85)—"Lavender Hill Mob" (U) (3d wk). Return date a happy booking, oke \$1,700. Last week, Same.

'Wife' Neat \$27,000 Tops Denver; 'Maze' Fat 15G

Denver; Maze' Fat 15G

Denver, July 28.

"Moon Is Blue" still is running strong at the Aladdin, holding a third week. "Story of 3 Loves' is rated fine at Broadway. "Farmer Takes Wife" looks fairly good in three spots. "The Maze." playing the Denver and Esquire, shapes good.

Estimates for This Week
Aladdin (Fox) (1,400: 50-85).—
"Moon Is Blue" (UA) (2d wk). Big \$10,000. Stays again. Last week, record \$15,000.

Broadway (Wolfberg) (1,200; 50-85)—"Story 3 Loves" (M-G), Fine \$9.000. Last week, "Arena" (M-G)
(2d wk), \$5,500.

Denham (Cockrill) (1,750; 50-85)—"Shane" (Par) (4th wk). Okay \$9.000. Last week, \$12,000.

Denver (Fox) (2,525: 50-85)—"Maze" (AA) and "Clipped Wings" (AA). Good \$12,000. Last week, (Continued on page 14)

'Jury'-Mickey Rooney Socko \$72,000, Chi; 'Paradise' Fat 42G, 'Maze' Loud 27G, 'Francis' Rousing 12G in 2d

Chicago, July 28.
Four new entries are stirring up better Loop traffic this week. Main St. to Broadway" is making its midwest preem at Monroe today (Tues.). Tri-dimensional fare is heavier than ever, and five houses have upped admissions to \$1.25.

Rooney stageshow, is reaping a glant \$72,000 at the Chicago. "Return to Paradise" is lush \$42,000 at the State-Lake while combo of "Maze" and "Fort Vengeance" is headed for socko \$27,000 at the United Artists. The Grand's resour combo, "Along Came Jones" and "Belle of Yukon," shapes oke

Second week of "Inferno" looks modest at the Oriental, But "Francis Covers Big Town" and "Column South" duo is big on first holdover stanza at the Roosevelt.

"Moon Is Blue" continues sock in fifth week at the Woods, "Lill" looms sprightly in seventh at the Ziegfeld.

Estimates for This Week

Chicago (B&K) (3,900; 98-\$1.25) The Jury" (UA) with Mickey Rooney onstage, 3-D Spillaner looks smash \$72,000. Last week "Charge at Feather River" (WB (2d wk), \$50,000.

Grand (RKO) (1,200; 55-98)-'Along Came Jones'' (Indie) and 'Belle of Yukon'' (Indie) (reissue) Okay \$9,000. Last week, "Bod and Soul" (Indie) and "Four Face West" (Indie), \$8,000.

Monroe (Indie) (1,000; 55-98)—
"Story 3 Loves" (M-G) (6th wk),
Okay \$3,500 in 3 days, "Main St.
to Broadway" (M-G) opens today
(Tues.:

Oriental (Indie) (3,400; 98-\$1.25 — 'Inferno'' (20th) (2d wk). Frigic \$18,000, Last week, \$27,000.

Roosevelt (B&K) (1,500; 55-98)—
"Francis Covers Big Town" (U)
and "Column South" (U) (2d wk)
Big \$12,000. Last week, \$18,500.

State-Lake (B&K) (2.700; 98 \$1.251—"Return to Paradise". UA: World preem likely will do fa \$42,000. Last week, "Shane" (Par. (7th wk), \$16,000 for 5 days.

Surf (H&E Balaban) (685; 98)—
"Mr. Potts to Moscow" (Indie) (4t)
wk' Perky \$3,800. Last week

United Artists (B&K) (1,700; 98 \$1.25)—"Maze" (AA) and "\$7.00 Vengeahce" (AA). Glant \$27.00 looms, Last week, "Desert Song (WB) and "Raiders of Seven Seas." (UA): 22d wk), \$11,000 in 5 days."

Woods (Essaness) (1,073; 98 \$1.25)—"Moon Is Blue" (UA) (5t wk). Still glowing at \$28,000. Las week. \$27,000.

World (Indie) (587; 98)—"Seve Deadly Sins" (Indie) (4th wk), Nic \$4.500, Last week, \$6,000.

Ziesfeld (Lopert) (485; 98)—
"Lill" (M-G) (7th wk), Livel; \$4,500, Last week, \$4,500.

'Stiff' Smash \$21,000, Toronto; 'Affair' 14G

Despite the heat wave, "Scared Stiff" is smash at the Imperial "White Witch Doctor" and "For Ti" also are big, "Affair with a Stranger" at two-house combo shapes strong, "Thunder Bay' looms solid in second week at the Uptown.

Crest, Downtown, Glendale State (Taylor), (863; 1,059; 955; 698 35-60)— Thief of Venice" Colond "Body Says No" (IFB). Pool \$12,000. Last week; "Jack McCall Desperado" (Col) and "Kill Hin for Me" (Indie), \$14,000.

Eglinton, University (FP) (1,080; 1,558; 40-75)—"Affair With Stranger" (RKO) Big \$14,000, Last week, Jamaica Run" (Par); \$11;-000

Hyland (Rank) (1,350; 50-85)— Moulin Thouge" (UA) (12th wk). Bag \$5,500. Last week, \$5,000. Imperial (FP) (2,273, 40,75)

Imperial (FP) (3,373, 40,75)— Scared Stiff" (Par). Smash \$21,-000). Last week, "Sea Devils" (IKO: \$9,000

*Ride, Vaquero!" (M.G.). Light \$11,5(0). Last. week, "Dangerous Wien Wei!" (M.G.) (2d.wk), \$8,500 Odeon (Rank) (2,390; 50-90)...

Odeon (Rank) (2.390; 50.90) Vilite Witch Doctor" (20th), Fine 14.00) Last week; "Titanic" 2.316 4th wkt, \$9.500.

Tolk (FP) (2,386; 40-75)—"Fort, (ol), Neat \$12,000. Last week, (b), (2d wk).

ptown (Loew) (2.743; 60-81) i inder Bay" (U) (2d wk). Solid \$1500. Last week \$14,000

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net; i. c., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net income.

The parenthetic admission prices however, as indicated, include the U.S. amusement

'Chance' Big 19G, Cleve; 'Shane' 20G

Cleveland, July 28.

Looming big through the head waves are "Shane," strong enough for holdover at the State, and Palace's "Second Chance," lofty and likely holdover, "White Witer Doctor" looms good at Hipp while Allen's "Kid From Left Field' shapes only fair.

Estimates for This Week Allen (S-W) (3,000: 55-85)— Kit From Left Field" (20th). Fair \$10, 000. Last week "Great Siou:

Hipp (Telemanagement) (3.000 55-90) — "White Witch Doctor" (20th). Good \$15.000 Last week

Leves Bo It Again. (Col), \$12,500 Lower Hall (Community) (585 55-85) — "Girl in Every Room' (Indie) and "Four Madames! (Indie). Poor \$1,400. Last week "Fort Ti" (Col), \$2,200.

"Vice Squad" (UA) (m.o.). Average \$6,000. Last week, "Dangerous When Wet" (M-G) (m.o.) \$5,000.

Palace (RKO) (3,300; 55-85) —
"Second Chance" (RKO). Lofty
\$19,000. Last week, "Mighty Joe
Young" (RKO) and "Isle of Dead"
(RKO) (reissues), \$17,500.

State (13450); 55-85].—"Share" (Par). Big \$20,000. Las: week, "Vice Squad" (UA), \$18,000 Stillpran (Loew's) (2,700; 55-85—"Lili" (M-G), Fine \$8,000. Las: week, "Ride, Vaquero!" (M-G), m.o.) \$6,000.

Tower (Telemanagement) (485 55-85)—"Citizen Saint" (Indie) and Royal Journey" (Indie), Only \$1,000; yanked after 3 days, "Pick up on South St." (20th) (m.o.) \$3,000.

'Chance' Crisp \$13,000, Balto; 'Houdini' Hotsy 14G, 'Vaquero' Fair 7G

Baltimore, July 28.

Biz continues at an unexcitin, pace here this week with the entire list reflecting the summer dol drums. "Houdin!" at Keith's igetting biggest total but "Secont Chance" is comparatively bigges at the Town. "Charge at Feathe! River" is big In third week.

Estimates for This Week
Century (Loew's-UA) (3,000; 2

"Ride, Vaquero!" (M-G). Mi
000 or near Last week "Gi

Hippodrome (Rappaport) (2,100 25-80)—"Thunder Bay" (U). Fair ish \$8,000. Last week, "All I De sire" (U), \$6,800.

Keith's (Schanberger) (2,400; 25-70—"Houdini" (Pari (2d wk), Starts second week tomorrow (Wed) after socko \$14,000 opening round.

Little (Rappaport) (310; 25-90)— No Time For Flowers' (Indie). Moderate \$3.300 Last week, "Great Caruso" (M-G) (reissue), \$3.000.

Mayfair (Hicks) (980; 20-70) -"Take Me To Town" (U) Oper tomorrow (Wed.) after fair week o

New (Mechanic) (1,800; 25-70)— "Remains To Be Seen" (M-G) (2d wk) Beginning second week today trues after pleasing \$8,500 opener.

Playhouse (Schwäber) (420; 50-\$1—"Lilf" (M-G) (2d wk Strong \$6,500 same as last week.

Stanley (WB) (3.280; 50-\$1:25)
"Charge Feather River" (WB) (3d
wk). Easing off to \$8.500 after
smash \$12:800 for second.

Town (Rappaport) 1,600; 50-\$1)

— Second Chance" (RKO). Boff
\$13,000. Last week, "Happens
Every Thursday" (U. \$6,500.

'WIFE' BRIGHT \$18,000, ST. L.; 'VAQUERO' 18½G

Curiosity of natives in first widescreen here at downtown Loew's plus near-100 temperature over past weekend boosted biz at mainstems. "Farmer Takes a Wife" shapes as best bet with fancy takings at Ambassador while "Ride, Vaquerot" is equally solid at Loew's. "Second Chance" is good in second week at the Fox.

Estimates for This Week

Ambassador (F&M) (3,000; 60-75) "Farmer Takes Wife" (20th) 'addi "Among Sheltering Palms" (20th) Fine \$18,000. Last week, "Scared Stiff" (Par) 'and "Francis Covers Big Town" (U) '22d 'W), \$10,000.

Fox (F&M) (5,000; 60-75)—"Second Chance" (RKO) (2d wk). Fat (10,000, Last week, \$14,000.

Loew's (Loew) (3,172; 50-75)—
"Ride, Vaquero!" (M-G) and "The Fighter" (UA) Robust \$18,500 Last week "Dangerous When Wet" (M-G) and "Glass Wah!" (Col) (2d)

Pageant (St. L. Amus.) (1,000; 90)—"Juggler" (Col) (3d wk), Neat \$3,000. Last week \$3,500

Shady Oak (St. I., Amus.) (800; 90)—"Tales of Hoffmann" (UA), Fine \$3,500. Last week, "Queen Is Crowned" (U) (2d wk), \$2,500

'Shane' Smooth \$21,000 in Cincy

"Shane" is lifting the flagship Albee to its loftiest mark in some time in a romp for town leadership, this generally favorable round. House is holding to 3-D scale, Palace is in clover with "Farmer Takes A Wife." "All J Desire" looms okay at Keith's.

Estimates for This Wee

Albee (RKO) (3,100; 75-\$1)— "Shane" (Part. Tall \$21,000. Last week, "Second Chance" (RKO), \$19,500.

Capitol (RKO) (2,000; 55-85)—
"Juggler" (Col) and "Plame of Calcutta" (AA). All right; 88,500
Last week, "Sea Devils" (RKO) and "Bandils of Corsica" (UA) same.

Grand (RKO) (1,400; 75-\$1) — "Second Chance" (RKO) (m.o.) Fancy \$9,000. Last week, "Charge of Feather River" (WB) (m.c.) (2d wk), \$7,500.

"All I Desire" (U). Oke \$5,500. Last week, "Salome" (Co), \$6,000. Palace (RKO) '2,600; 55-85)— "Farmer Takes Wife" (20th). Hefty \$12,500. Last week, "Mighty Joe Young" (RKO) and "Isle of Dead". (RKO) (reissues), \$17,500.

'Moon' Mellow \$11,000, Seattle; 'Shane' 14G, 2d

"Moon Is Blue" shapes as bir champ this round with terrific total at Music Box; reopened after being shuttered temporarily. "Thunder Bay" is not up to par and "Ride, Vaquero!" is barely okay, both feeling this competition. "Shane" still is great in second Fifth Avenue session.

Blue Mouse (Hamrick) 1800; 90-\$1.25)—"Lili" (M-G) (2d wk); Good \$4,000; Last week; \$5,700;

Coliseum (Evergreen) (1.829; 65-90)—"White Witch Doctor" (2011) and "Cow Country" (AA: (2d wk), Okay \$6.000. Last week, \$10,600. Fifth Avenue (Evergreen) (2.366;

Great \$14,000 alter \$20,000 opener.
Liberty (Hamirick) (1,650; 65-90)

"Ride, Vaquero!" (M-G), and
"Neanderthal Man" (UA), Oke
88,000 Last week, "Sioux Un-

rising" (U) and "Peuls of Jungle (Lip), \$4,800. Music, Box (Hamrick): (850; 90 \$1,25)—"Moon Is Blue" (UA

Great \$11,000 or near. Last week dark. Music Half (Hamrick) (2,363, 65 90)—"All I Desire" (U) and "Crast

Orpheum (Hamrick) (2,700; 65-90)—"Thunder Bay" (U). Mild \$6:000. Last week, "Charge Feather River" (WB) (2-1 wk-4

"Dancing With Crime" (Lip) 72 wk-5 days). Good \$5,500 after swell \$7,800 last week.

Subway Boost Hurts, Weather Helps B'way B.O.; 'Second Chance' Big 24G, 'Arena' Light 11G, 'Paradise' OK \$7,600

Surmounting any adverse effect caused by launching of upped sub-way and bus fares over the past weekend. Broadway first-run business is holding fairly solid this session. While the cloudburst of last Thursday (23) washed out part of that day's trade, it broke the next wave and brought cooler weather which helped the box-office. Some managers felt that lower, temperatures and presence of thousands of Jehovah Witnesses, in N. Y. for a national conclave, helped to counterbalance impact of the fare boost. However, many houses reported a severe dip in trade last Sunday (26), and blaned the higher transportation costs.

"Second Chance" was the best of the new pix, getting a big \$24,000 opening round at the Criterion Return of hot weather Monday and yesterday, Tues) hurt its take, a it did many other houses. "Arena; in for only a single week, was thight \$11,000 on its week at the State. "Stranger Wore a Gun'replaces it today (Wed). "I Started in Paradise" is heading to good \$7,600 in first Normandiweek, "Volcano" landed so-sa

Big money champion continues to be "Baud, Wagon," which keeps rolling along at the Music Hall. In third stanza, with stageshow, thooks like smash \$160,000 and topping second week's figure. Last Saturday, "25a trade was a, duplicate of the second week's Saturday. "Charge, at Feather River," with Les Paul-Mary, Ford and Russ Case band heading stage bill, is holding at nice \$65,000 in Second frame at the Paramount, going a third.

"Gentlemen Prefer Blondes" with leeshow onstage wound up its second session at the Roxy with smash \$110,000 or close. Combo starts third, week foday. "Moon its Blue" continues very big \$32,700 for third week, playing day date at Victoria and Sulton.

Standouf longrun, however, is "Stalag 17," which rounded out it fourth frame at the Astor last night (Tues.) with a great \$33,000, being nolly a bit ahead of third week's total. "Scarced Stiff" still is solid at Mayfair, with nearly \$17,000 likely for fourth round. "Ride, Vaquero," shapes fair \$15,000 in third Capito week.

"Salome," opening today at the Rivoli, "Sea Devils" comes into the Globe next Friday (31).

Esumates for This week.
Astor (City Inv.) (1,300; 70-\$1.80
—"Stalag 17" (Part 45th wk.)
Fourth stanza ended last nigh
(Pues: continued at sock pace will
\$33,000, better than, third week.)
\$31,500. Stays on indef

Baronet (Reade) (430) 90-\$1.50 —"Volcano" (UA) (2d wk). Initial session ended Sunday (26) disappointing with \$4,600. In ahead "Tonight at 8:30" (Indie) (8th wk)

Booth (Shubert) (723; \$1.20-\$2.40 "Julius Caesar" (M-G) (8th wk) "Unrent round ending tomorrow (Thurs.) looks to hit socko \$14,500 after \$15,000 for seventh week Continues on.

Capitol (Locw's) (4,820, 70-\$1.50)
"Ride, Vaquero!" (M-G) (3d-final
wk). First holdover round ended
last night (Tues.) was fair \$15,000
after \$20,000 opener. "Here to
Efernity" (Col) opens Aug. 5

Criterion (Moss) (1,700; 50-\$4.80 "Second Chance" (RKO) (2d wk) First round ended last night (Tuessoared to rousing \$24,000 or over In ahead. "Affair With Stranger" (2d wk-5 days); \$7,000;

Fine Arts. (Bavis) (468: 90-\$186; "Fanfan the Tulip" (Indic) (131; wk). The 12th frame ended Sunda (26) held very big at \$4,800, sam as for 11th week. "Crue" Sea "(RKO) announced as next pi for Aug. 11 opening.

Globe (Brandtr 11,509), 50-81 50 "Trader Horn" (M-G) and Sequoia" (M-G) (reissues) (2d-fina wk): Off to mild \$7,500 after \$10-000 opener. "Sea Devifs" (RKO) opens Friday (31).

Guild (Guild) (450; \$1-\$1.80)—
"Queen IS Crowned" (U) (8th wk)
Seventh round ended Saturda)
(25) was nice \$10,000 after \$12.50
for sixth.

Holiday 1707-Rose 3550, 505 f. 20:—"Houdini": (Par) (4th. wk) Chird round ending today (Wedlolding around \$11,000, excellent fter \$12,000 for second week.

Maylan (Brandt) (1430; 30-32.5)
"Scared Stiff" (Pari (4th wk Stiff in chips around \$17.000 icurrent stanza ending tomorro (Thurs & La.t week; \$18.000.

Normandie (Normandie Theatres)—(592; 95-\$1.89)—"It Started in Paradise" (Rank). Initial week winding up tomorrow (Thurs.) looks to hit good \$7.600. Holds. In whead. "Hundred Hour Hunt" (Greshler) (5th. wk-10 days), okay \$4.200 for final 10 days.

Palace (RKO) (1.700; 75-\$1.40)— "Bhioprint For Murder" (20th) with vaude. Current week ending former (23.00) or close. Last week "Great Sioux Uprising" (U) and yande; \$22.000.

Paramount (AB-P) (3,644; 80; 1800—Charge at Feather River)
WB) with Les Paul-Mary Ford,
Russ Case orch, Alan Dean, Thie
Ierbert & Don Saxon topping
danza ended fast night (Tues) was
ancy \$65,000 after \$75,000 openng week.

Paris (Indie) (568; 90-\$1.80);— "Seven Dendly Sins" (Indie) (12th wk) The 11th round ended Sunday (26) was fine \$7,300 after \$7,500 for 10th week

Rivolt (19A7) (2,092; 70-\$1.80)—
"Dream Wife" (M-C) Opens today (Wed.) In ahead, "Salome"
\$Col) (18th wk), only \$4,500 after
slow \$5,000 for 17th week Longrun, however, amassed a great
total, only dwindling away in the
last four or five weeks.

Radio City Music Hall (Rocke fellers) (6,200; 90,48,240) — Ban Wagon" (M-G) 3nd-\$1,240 — Ban wkc. Continues in great style a \$160,000 for current week ending foday (Wed.) to top second stanza' \$157,000. Second week was ove expectancy. Stays on Indef.

Roxy (Na(1), Th.) 45.886; 50-82.20; "Gentlemen Prefer Blondes" (20th and iceshow onstage (3d wk). Initial holdover; week, ended last night Thes.) held at sock \$110,00 or near. First week was \$128.500

State (1.0 ws (3,430), 33-\$1.80)
"Stranger, Wore a Gun" (Col),
Opens loday (Wed): Last week,
"Arena" (M-G), filt only slight
\$12,000, and stayed a single week,
In ahead, "Came From Outer
Space" (U (5th-wk), okay \$12,000,
to wind-up a highly profitable longfun.

Sutton (R & B) (561) 95-\$1.80)—
"Moon Is Blio" (UA) (4th wk)
Third stanza ended last night
(Pices) was great \$12,700 after \$13,
500, for Second week. Continues
indef. run.

(4th wk). Third frame ended Monday (27) continued very big with \$8,500 after \$10,000 for second week. Trans-Lux 52d St. (T-L) (540)

90-\$1.50 Tail? (M-G) (21st wk). The 20th session ended Monday (27) pushed to fine \$6,000 after \$5,400 for 19th week.

\$1.80 - "Moon Is Blue" (UA) (4th wk): Third round ended last night (Tues.) was big \$20,000 after \$22, 000 for second week. Warner (Cinerama Prod.) (1,600)

Warner (Cinerama Prod.) (1,600) **E.20*\$3.60) - "Cinerama" (Indie) 8th wks: Current stanza ending tomorrow (Thurs.) continued smash with \$49,500 after \$49,000 for seventh week.

'Java' Torrid \$15,000, L'ville; 'Ft. Ti' Smash 18G, 'Desire' Hep 5½G

Overall picture is rosy this week with downtown film houses despite found or operetta at troque's Amphitheatre. "Fort Ti" at Loews State, piling, up a sock total. "Pair Wind Java" at the Righto-likewise ses stont, widescreen being a higher of the Stanza with "Charge At Feather River."

Estimates for This Week

Kentucky Switow (1,200; 50-75

-(All -1 Destrey (U), and Frasonnany M-G. Healthy, \$5,500

Mars", (Ur \$5,000 | Mary Anderson Propiess (1,200; 75,99 "Chatge Feather River" | WB 3d wki, Holding at virile \$6,-

Rialto (Fourth Avenus) (3000; 50-75. "Fan Wind Java" (Rep), and "Lady Wants Mink" (Rep), Widescreen paying off plenty, with stout \$15,000. Last & ek, "Mighty Joe Young" (RKO) and "Isle Of Dead" (RKO) (reissues), \$12,000.

State (Low's) (3,000; 50-75) "Fort T" (Cq) and "Magnetic Monster" (CA) Thyowing 3-D to all its breadth to pull seek \$18,000. Last week, "Arena" (M-G) and "Slight Case Larceny" (M-G),

Money Shortage Hurts Brit. Resort Cities But U.S., English Acts Thrive

populous cities, its, miles of suburbia and slums.
Current name acts here are Allan Jones, Max Bygraves, Winifred Atwelf and Les Compagnons de la Chanson. Another American act in Blackpool is Joe Jackson, Jr., the tramp cyclist.

Use Many Radio Names.
To combat falling biz, the policy of more and more impresarios in British summer show biz is to feature people with radio names. Harold, Fielding is going in forthis in a big way, starring such British names as Ted Ray, Terry-Thomas, Michael Bentine, Semprini, Peter Gavanagh, etc., in his "Music For the Millions" vaude weeks at the North Wales resort of Llandudno and other seashore spots.
Concert-party show his holds the

weeks at the North Wales resort of Llandudno and other seashore spots.

Concert-party show biz holds the fort at other holiday resorts, being a strange mixture of established acts and performers trying desperately to make the grade. English tradition of staging vaude shows on piers stretching out into the sea still holds, productions being presented in old-fashioned pavilions above the sea, with tiny, uncomfortable dressing rooms.

Summer biz in city centers is being boosted by the booking of U. S. name people, mainly recording stars. Frank Sinatra, Al Martino and Burl Ives are pacted for Liverpool and Manchester.

Jukebox trade is thriving at holiday spots, heavily patronized by teenagers. This is a useful boost for the U. S. disk trade.

Von Sternberg Jap Pic 2d Biggest Grosser In Tokyo Despite Pannings

English Acts Thrive

Aussie Radio Net Asks

Okay to Launch TV

Sydney, July 21.

Clive Ogilvy, prexy of the Macquarie commercial radio network here, said before the Royal Comission probing TV here that his loop had \$6,000,000 capital available to begin TV operation immediately if granted a government okay. Ogilvy stated that his outfit also head a solution of the sum of the complete of the compl

loop had \$6,000,000 capital available to begin TV operation immediately if granted a government okay. Ogilvy stated that his outfit also had 1,000 films available for Aussie TV playdates.

Charles Moses, general manager of the Australian Broadcasting Commission, non-commercial operators, said that a network of 14 TV national stations here would cost about \$12,000,000. Moses added that program material was available to operate on a 30-hour weekly basis. He told the commission that a suggestion by Aussie Actors Equity that TV programs here should have a minimum of 75% Australian actors was unreal.

Butterworth Set To Expand Chain

London, July 21.

F. J. Butterworth, indle vaude theatre owner, is on the verge of closing a deal with S. H. Newsome, millionaire car manufacturer and owner of the New Theatre, Northampton, to acquire his house, which he will operate as a vaude spot from Aug. 3 in conjunction with his own circuit. Besides his own circuit, which comprises 12 houses in the provinces, Butterworth is also a big stockholder in the Syndicate Halls, five important houses in London's suburbs.

Some time ago, when there was

important houses in London's suburbs.

Some time ago, when there was a vacancy for a director on the Board of Syndicate Halls, Butter-worth proposed that he be given a directorship and promised to render his services and experience gratis. This was turned down by the S. H. board, which appointed Sidney and Cecil Bernstein, owners of Granada Chemas, and also hig shareholders in S. H., instead. The vaude position in the provinces is particularly bad at present. This primarily is due to competition from TV and also the fact that there is an acute shortage of names, with the few there often demanding much higher salaries than their boxoffice intake warrants. The small number of boxoffice names are also gobiled up by the big circuits, with the result that the smaller indies are left with practically no acts or are compelled to pay a much higher price than they can afford.

Butterworth is confident that if he were to join forces with S. H., he and the chain would be in a much better position to get some acts at figures advantageous to both circuits. Some of the S. H., steckholders are in full agreement with him, and favor such a deal,

ABC to Install 3-D

Gaumont, Pathe Divide Paris 1st-Run Houses; U. S. Pix Hit by Deal

Paris, July 21.

Gaumont and Pathe here have concluded an accord by which they have split their pic houses into two hig tandems for first-run product. This new agreement will go into effect early next season.

effect early next season.

It will probably have some farreaching effect on distribution because these two circuits will confine themselves primarily to French
and Franco-Italian pix. Two previous U.S. film contracts will be
honored with "Singin In Rain"
(M-G) and "Salome" (Col) already
booked for next season. Two RKO
pix will also play the circuits,
"Hans Christian Andersen" and
"Peter Pan."

Top group under new settin will

"Peter Pan."

Top group under new setup will comprise the Gaumont-Palace, the new Berlitz and Marignan, with a total seating capacity of 8,000. These are Gaumont houses. Second group will be composed of the Mariyaux, Colisee and Madeleine, and 2,600 capacity, This leaves the Marbeuf. Theatre, formally associated with the Madeleine, out in the cold. The Marignan and Mariyaux were under Pathe seal.

U.S. Continental managers are-concerned because this will nar-row down some of the top outlets for their product. Current plan is-for these first-runs to concentrate on local product. French backlog includes such films as "Lucrecia Borgia," "Madame De...," "Les Orguielleux," "Therese Raquin" and "The Merchant of Venice."

MEX CITY CINEMA BIZ SLUMP TO BE PROBED

Mexico City, July 21.

Cinemas here are suffering such boxoffice depression that the National Cinematographic Indus try Chamber is polling its members to clarify the situation. The chamber found that all exhibitors are making less coin than they did at this time last year.

did at this time last year.

It attributes the drop to the 20% 35% cut in admission prices, with a ceiling of 46c for top first runs as well as higher expenses, chiefly the payroll. Most exhibitors here recently were obliged to hike wages 12% to attain two years of labor peace.

C to Install 3-D Equipment in 68 Spots Peron Shakes Up 3 Arg. Radio Webs; TV Reins to Rich Ex-Truckdriver

Paris Show Biz Up In Last 2 Yrs. Survey Shows

Last Z Yrs. Survey Shows

Paris, July 28.

Survey here by the National Institute of Statistics shows that the atre receipts, on a 1949 index, fell to 83 for 1950, went up to 93 in 1951 and dipped to 91 last year, State-subsidized houses, including the Opera Opera-Comique, Comedy-Francaise and Theatre National Populaire followed this general patterin.

Chansonniers, the intensely Gallic aspect of show biz; and music halls have shown increases in the last few years. Film biz has kept on an even par since 1949, with slight increases in 1952 and this year.

Franco-Arg. Film May Roll in Fall

Buenos Aires, July 21.

Negotiations are progressing on a plan to roll a Franco-Argentine co-production at a local studio before the end of this year. Jean Pierre Aumont, Simone Signoret and possibly, Yves Montand would head the French contingent in the cast, while on the Argentine side, Mecha Ortiz and Juan Jose Miguez now loom as probables. Previously Mirtha Legrand had been expected to head the Argentine group with her director-husband, Daniel Tinayre was to have directed.

Whole setup stems from the visit to Argentina by Jean Pierre Aumont earlier this year. French contingent is expected here for a "French Film Week," to be staged in August, to cue the release of

"French Film Week," to be staged in August, to cue the release of seven big French pictures imported under the reciprocal film exchange pact signed some time back.

In addition to the film work, which he has been instrumental in instigating, Aumont is expected to tie in his stay with a legit engagement at one of the officially operated theatres while Miss Montand has been signed by the Loccoo Film Circuit for personals at the Opera Theatre.

Opera Theatre.
Press and Information Minister
Raul Apold is also a prime mover
behind this international enterprise which ties in with his activities as Entertainment Czar.

Brit. MPs Veto Scheme For National Theatre; Want Coin for Old Vic

London, July 21.

An all-party group of MPs is to urge the government to abandon the plan to build a national theatre on the South bank of the Thames, and to devote the coin for developing the Old Vic and repertory (stock) companies throughout Britain. They are going to seek parliamentry time to promote a short bill in the House of Commons.

Tokyo Despite Pannings
"Anataham" Date: Justy 21
"Anataham" Date: Justy 22
"Anataham" Date: Justy 23
"Anataham" Date: Justy 24
"Anataham" Date: Justy 24
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"Anataham" Date: Justy 26
"Anataham" Date: Justy 27
"Anataham" Date: Justy 28
"Anataham" Date: Just

Montevideo, July 21.

Again there will be a reorganization of Argentine's radio system, as result of a draft bill submitted to congress by the Peron government which shook the entire radio industry with surprise. Draft provides for cancellation of licenses under which the present censes under which the present three major networks operate, and calls for tenders to allocate new

licenses.

Bill has 26 clauses, chief among them one that license holders must be native. Argentines, or, in the case of corporations, that 70% of the capital must be native; that the licenses will be for 20 years, and that holders will have to agree to relegate private interests to the "social, cultural, economic and political interests of the nation."

A fund will also be created un-

social, cutular, economic and political interests of the nation."

A fund will also be created under this bill to encourage development of tele, using the proceeds of a 10% tax on the sale of all video sets.

In 1948, the three major networks were taken over by new interests closely tied up with the Peron government. It is believed that the present reorganization stems from the fact that the three major stockholders in the corporations, which acquired control, were the late Eva Peron, her brother the late Juan Duarte; and the financier the late Miguel Miranda, who acquired the majority stock in the Editorial Haynes publishing firm, which operated Radio El Mundo.

No one can be certain now how the networks are to be reallocated.

No one can be certain now how the networks are to be reallocated. About one thing only is everyone quite sure, and that is that if a bill has been served up for Congressional rubber-stamping, all the spoils have already been divided. One advertising exec put it: "The dish is already mixed, cooked, and ready to serve."

According to all the signs. Radio

cooked, and ready to serve."
According to all the signs, Radio El Mundo will be operated by an advertising agency of fairly recent creation, which for some time has had a virtual monopoly of all the network's time segments. This outfit is operated by relatives of a province governor. Hitherto, Mundo has formed part of the Editorial Haynes publishing firm, which publishes the Mundo tabloid and several magazines. Under the new system, it is believed that the Mundo network would be separated from the parent company, and

and several magazines. Under the new system, it is believed that the Mundo network would be separated from the parent company, and operated independently.

The Rades or Splendid network is currently managed by an extango vocalist, Nicolas Adamo, a son-in-law of Oscar Nicolini, who has been Minister of Posts, and Telecommunications. throughout the entire Peron regime. Future of this network is that it will pass out of the hands of its present operators.

As to Radio Belgrano, oldest network with highest popularily rating, it is managed by Pedro Gagliardo, former high official of the Radio Board. He has seen to it that radio licenses were restored to most of the talent, ousted from radio work for political reasons in the past five years. Their rehabilitation began shortly after the death of Eva Peron.

As regards TV, its development will reportedly be entrusted to an automobile agency tycoon, only six years ago a truckdriver, who has amassed millions in six years. Under his hardboiled, but dynamic management, it is hoped that vides will take those forward strides that have been singularly lacking in Argentine since the first telecasts were inaugurated in October, 1951, according to critics.

New Govt. Film Industry Measures Seen Urgent Need for French Prods.

om on films needs an overhaul-with needed rebates and ex-tions a matter for immediate

They also contend that the film id Law should be voted upon at nee and a clause should be set p to peg aid primarily for pix of uality rather than aim at quantity roduction, now admittedly detriental to the industry as a whole tudy and standardization of new chniques plus a closer cooperation with TV were also on the genda.

genda.
This year looks healthy productionwise, with 53 films either fin shed or on the floors since the be since or on the Hoors since the beginning of the year. It is felt that positive accords with Italy, Spain and Germany, leading to reciprocal exchange and a growth of coproductions, also have hypoed film production. They feel the exchange thesps and talents has aided in poing pix respectively in each

country.

Color has gained in prominence, and fur-sighted producers are also looking to other dimensions. A backlog of highpowered productions also bodes well for next season's exhibs. Among fresh product are "Their Last Night" and Geza Radvany's "L'Etrange Monsieur Bard," with Michel Simon.

Proud Ones" with Michele an and Gerard Philipe: Claude at Lara's "Le Bon Dieu Sans ession," with Daniele Darriand two films with Jean Ma-"Julietta" and "Girl's Dormi-

CANCAN AGAIN KICKS UP STIR IN PARIS REVUES

Paris. July 21.

Paris. July 21.

Practitioners and enthusiasts of the French cancan should have no ick coming this year, for the festive, flurrying, scintillating dance as come into its own again in aris night life. Long a staple mong the niteries that featured bytious Gallic atmosphere, the canan was becoming an atavistic ance ritual rather than reaping s just deserts as a terp offering hat though of another era, had he eye and emotive appeal to keen eye and emotive appeal to keep ive in its own right. The swank which bowed this year to a Callic atmosphere, demanded eign patrons, has really cancan a boost by working it

e new Moulin Rouge naturally res a cancan chorus and the fabarin also has a fine cancan. The Cafe De Paris has in cancan quadrille to diners, and the Carusel and the Lido the old boneless V s he splits and kicks with a and abandon that promotes audience reactions in both

Green Exits R-W-R Net

Vienna, July 21.
Stuart Green, one of the foundof the U. S. controlled Redatte-Red network, has left to
ok for a Los Angeles TV sta-

Exchange Snarls Stymie Stereopix in Indonesia

mports has vetoed allocation of foreign exchange to buy the ssary 3-D viewers. Only al-ative would be for the companies to bring in glasses at their own expense, a \$300,000 proposi-tion on which distribs are turning

on on which distribs are turning ambs down.
Tudonesian exhibs have applied a permits to bring in the polared sheet material and make up to frames locally out of bamboo, and proceed the polared to be been nived. but this idea also has been nixed by the government. Two theatres are equipped to show 3-D if and authorities should chang

Hot Airwaves Stir Andorra

clericals and Communists

a head when Suringia times (the org that handles radio facilities in Monaco, the Sarre and Anties in Monaco, the Sarre and Andorra to construct a new transmitter. Then hotheads crupted. It was claimed that the special council had not given permission and that this was illegal. Measures were taken when the Pulggros, whose mansion is serving as the base of the new station, had their passports taken from them. France reciprocated by making a passport There was also a court battle in-stigated between the Puiggros, of Andor-Radio, and Tremoulet Radio-Andorra

crackdown on tourism will be lifted, at least during the tourist

'Better' Down Under

Sydney, July 21,

Better, For Worse," current Comedy Theatre hit by Ar-London Comedy Theatre hi thur Watkyn, will make its

White-Red network, has left to John Casson will be in charge of two.

Green and his wife will vacation in Furope this summer and leave for the U.S. in the fall.

Tastes' Panned by Crix In London: Seen Dubious

Philip Stainton, George C Peter Bull and Ruth Trounce

Madrid State Theatres Close Season With 50G Red; Vienna Winds Up

seen, and the Spanish governmen

AUTHORS OF 'REIGEN LOSE SUIT IN VIENNA

pay the court costs.

Authors of "Reigen '51" are
Michael Kehlmann, Karl Merz and
Helmut Qualtinger, well known
cabarettists. They sub-tifled their
production "Variations on a Theme
by Schnitzler." The court called
U, of Vienna dramatic literature
markeson, Eduard, Castle as an exprofessor Eduard Castle as an ex-pert. He opined that "Reigen 51" was no parody or plagiarism, but substituted entirely different 1951 characters for the Schnitzler cre-

ations.
The play ran over 150 Vienna performances, a good longrun here

RKO Foreign Staff Shifts

RKO this week announced a umber of shifts among its foreign

charge of the Japan office since been named manager for

> Other Foreign News on Page 12

Bad Weather Ups London Film Biz; 'Sangaree' Sock at \$12,000, 'Salome' Hot 12½G, 'Innocents' \$10,600, 2d

Oh, Susannah' Stirs Up Tempest at Wales Fete

orm following caustic communication adjudicator Frederic Staton, Al-Stewart, director, of the glee ub, said, "we didn't pay \$104,000 come, here and have one of

Paris-N.Y. Legit **Lend-Lease Setup**

ped-up lend-lease routine between the U.S. and France in re-legit; present plans go through. Thou on

Scot Exhibs Suffering From Taxes as in U.S.

Dumfries Scotland, July 28.

been paying a tax of \$90 weekly Anti-Royalists are suspected. Dancausing a weekly loss of \$21. In age was repaired, and pic was come in cinema's last financial year was \$13,000 and expenditure \$15,7 Cinema is run by Irish Theatres.

Marble Arch, Pavilion (CMA) 11,150; 40-85) — "Intimate Rela-ions" (Adelphi) (3d wk). Nicc \$5,-100 this frame after \$5,100 second round. Stays on:

2,200; 50-\$1.70)—"Salome" (C. heading for powerful \$12,500 initial stanza. Stays on.

tations at \$3,300 this frame aft fair \$3,700 previous week. "W. of Gaucho" (20th) (preems July 23,

n Gaterio (20th) (preems July 23, Plaza (Par) (1,092; \$70-\$1.70)—
'Sangaree" (Par), First 3-D pic to be shown on widescreen, this opened big. Smash \$12,000 or over ooms for week. Stays.

Rialto (LFP) (592; 50-\$1.30)—
Beggars, Opena" (BL) (6th wk. Tolding at Tair \$2,200, Continues ndef.

Muct.

Kitz (M-G) (432; 30-\$2.15)—
"Moulin Rouge" (IFD) (915 wk).

Building consistently with fine \$3.500. Last week, \$3.300. Continues indef.

consistent moneymaker, with g \$9,800 this stanca; Could hold & finitely, but will have to pulled soon to make way for British quota pic, "Master of lantree" (WB) set to follow. nantree" (WB) set to follow date not definite:

N. Irish Bomb House Set to Show 'Crowned'

West Berlin Pix Studios Operating At Capacity, But East Sector Lags

West Berlin, July 21

realing at full capacity, with six films currently in production. Capitol has started shooting "Dancing Heart." after having completed its first film, "The Stronger One." Uni Film, another new pictor producing outfit, has gone into production on "Mad Lola," It has bought the film rights to the best seller "Monpti," by Gabor Varzary with Denmark and Norway backgrounds. Local actors may will be used, among them the local production on the East Sector DEFA

now working on exteriors.

In West Germany, other production activity includes Goettingen (British Zone) currently doing two pix at its studios, with another shooting exteriors in Italy. Hamburg (British Zone) has three films in work white Munich (U. S. Zone) has three pix shooting and four doing exterior, work. King Bross is lene/ag "Carnival," which will be released by RKO, in Munich, Wiesbaden Studios has wound up "The Last Waltz."

Devil" here, hosted Oboler cocktail party. He predicted least 50% of all pictures in H wood would be made in within the next five years.

New French 3-D

System Unveil

Swedes Pow 88 U.S. Pix. Ban'Knot,' 'Ambush,' '4,'

Since Lindstrom's return, from beginning of April, number of banned films has increased, with six more productions in three months. They are: "The Secret Four" (UA): "Hitch Hiker" (RKO). "Ambush at Tomahawk Gap" (Columbia). "Kansas City Confidential" (UA); while two other films, "Hellgate" and "House of "Wax," first were banned, but later allowed for adults after cuts. Concerning "Wax," Warner's 3-D which is doing well at the Rigoletto at present more than 300 metres were cut before the censors allowed it.

YANK FILMS 2D BEST AT WEST GERMANY B.O.

With Denmark Locale

films currently in production. Capitol has started shooting "Dancing Heart," after having completed its first film, "The Stronger One." Uni Film, another new pic producing outlit, has gone into production on "Mad Lola," It has bought the film rights to the best seller "Monpti," by Gabor Vaszary Over in the East Sector, DEFA is still; working on "Ernest Thaelmann," biopic about a German Commic leader which neve, seems to get finished. "Kai V." is abother DieFA pic currently shooting, with Gastav van Wangenheim doing he direction. "Little Muck!" shooting his visit here, Arch During his

System Unveiled

Another new French widescreen, tereophonic process has been un-Ban Knot, 'Ambush, '4, Melt Down 'Wax' in Part Stockholm, July 21.

A total of 148 films were preemed in the Swedish capital during the first six months this year. As usual, JU. S. topped the list with BB films followed by England with 17.

Ten films each were of French and Swedish origin, while eight imports came from Germany, six from Italy two each from Austria and Finland, and one early from Brazil. Czechoslovakia, Denmark, Mexico and Venezuela.

State Censorship Board is again. In action after its president, Jan Gumar Lindstrom, returned to his desk after spending a couple of years with fire United Nations in New York. Only four films were banned during January to March, including "Hangman's Knot" (Columbia) "Toedliche Liebe" (Austrian) and the French short, "Less Pin-Up Catch."

Since Lindstrom's return, from beginning of April, number of banned films has increased, with veiled here on the heels of the recent exhibitors convention in

Sound is put on regular sound-track, but is fed through a part of the film of three different capacithe film of three different capaci-ties which automatically shuts off two of the directional mike sctups depending on the capacity of the image. Sonoptic claims this gives directional scope to sound.

Seek Mex Radio-TV Ban Of Rasslers & Rum Ads

Mexico City, July 21.

Exclusion of wrestling matches and rum ads from radio and TV, and rum ads from radio and TV. With its new censor's rating, and establishment of a national "Vadis" is set for early release on consultant committee to police the Associated British circuit. radio and tele are asked in amend-ments, to the national radio, law the radio consultive committee has at presented to the federal regislature

AT WEST GERMANY B.O.

Berlin, July 21.

Both U. Scand German hix lost boxoffice popularity in West German hix lost presented to the federal legislature which opens, Sept. 1.

Mat shows are none too editying, particularly for moppets, the committee decided. Numerous comments and his paydrates as compared with 39° of playdates as compared with 39° of playdates as compared with 39° of playdates as compared with 39° of makers were foppers with 45° of all playdates, will German films and playdates, will German films of the committee hopes that the neck in neck i

Lunts in Ireland For

First Time in August
Dublin, July 21.
Alfred Lunt and Lynn Fontanne will visit Ireland for the first
time next month with Noel Coward's "Quadrille" which has been
skedded by Stanley Illsley-Leo
McCabe Productions to open
Horseshow Week at the Olympia
here. This week is season's peak
for tourists.
Lunts will spend a short holiday around Killarney before the
show opens.

See Ike's Economy Wave Cutting Pix, Staff For U.S. Culture in Vienna

Vienna, July 21.

State Dept. Public Affairs officials here are awaiting definite results of recent Washington budget hearings on next year's appropriations, before announcing the form the Film, Theatre and Music Section's operations will take.

Music Section's operations will take.

Ernst Haeusserman, film officer since State took over from the Army in 1950 (he was previously in similar post for the Army's Information Service Branch) has resigned. It's likely the current governmental economy wave will result in curtailment of section's personnel and scope of its operations.

ernmental economy wave will result in curtailment of section's personnel and scope of its operations.

Actually, Film, Music and Theafre Branch has had few functions since the U.S. Government withdrew in 1948 from control of commercial pic distribution and censorship. At that time, MPEA took over newsreel production and distribution of U.S. pix, and it has since been succeided by commercial representation of the individual companies.

In past years, the office has produced occasional documentaries on U.S. activities in rebuilding Austria; supervised a legit theatre, concert and lecture operation at the Kosmos Theatre, and sponsoried du.S. cultural enterprises like last years "Porgy and Bess" and more recent American Ballet Theatre visits to Vienna.

Under outlook for the future, local production program is likely to be still further reduced, although distribution of U.S. made documentaries unosily dubbed into German in Germany) through non-theatrical channels, will continue. Local bosses are awaiting word on new budget to see how much personal is allowed, before announcing new chief of the section.

William Harlam Hale has resigned as Public Affairs Officer for Austria. He is succeeded on an "acting" basis by Daniel Madden, until now information chief for the Austrian Marshall Plan operation.

'Vadis' Wins 'A' Rating

'Vadis' Wins 'A' Rating

London, July 28.

London, July 28.

More than 18 months after the film had its first screening in London. Metro has agreed to cuts in "Quo Vadis," and the film has now been relabelled with an "A" adult) certificate. It originally preemed with an "X" certificate which barred any youngster under 16, whether or not accompanied by an adult.

With the power.

Legit Shows Abroad LONDON

(Werk ended July 25)
of State, Cambridge (6-21),
oestring, Royal Ct. (22),
st, Haymarket (6-7),
it The Mein, Arts (6-25),
g es Happy, Garrick (7-8),
harles, New (12-18),
de, Strant (1-20),
tter, Worse, Comedy, 112-17-5,
s Days, Palace (2-28) medy (12-17-52), (2-28).

SCHEDULED OPENINGS (Figures denote premiere dates)
Apassasia, St. James (8:5).
Aren't We All, Haymarket (8:6).

s in Ireland For First Time in August Exhibs Worried Over Ability to Pay **Into Eady Fund at Existing Level**

Mex City Says Exhibs

Mex City Says Exhibs

Must Pay for 3-D Specs

Mexico City, July 21.

3-D pic exhibition here has struck another stynie which may further cool exhib yen for the spectacled films. The City Amusements Supervision Dept. has ordered that patrons must be provided with specs gratis. This means a further cut in exhib profits since the glasses cost them 17c each and the department still nixes upping admissions above the 46c ceiling for all pix. Cinemas previously had been getting 12c for the specs, refundable when glasses were returned.

the specs, refundable when glasses were returned.

The for-free spectacles mandate, the Department explains, stems from a decision of the Public Health Ministry that a strictly individual pair of goggles per customer covers its intention that 3-D spees will not spread eye ills. Recently, the ministry ordered the department to force 3-D exhibs to provide all patrons with a new pair of specs, under the 12c refundable deposit.

French Leftist Pic **Union's Demands**

The film section of the Commu The film section of the Communist-controlled union, the CGT (Committee General du Travail), had a meeting recently to discuss future pic policy. Controversial, personal and general overall strategy was on the agenda of the assembly.

Topmost was the economic aspect, with the GGT deciding upon demanding a 20% wage increase for technicians. This was backed by facts of rising prices, and also justified by saying that this was the technicians share of the governmental film and which gave producers a 35% outlay for their next pic, depending upon receipts of the last film. CGT also felt that the recently abolished professional cards should be reinstated to protect regular hands in the industry from the onslaught of new workers until there was a means of safely assimilating them.

CGT also passed a resolution to

industry from the onslaught of new workers until there was a means of safely assimilating them.

CGT also passed a resolution to demand a quick vote on the Film Aid Law, which has still not been passed by the National Assembly. Now that governmental difficulties are ironed out, they feel this important law should be put quickly into effect. In the interim, the old Aid Law has been in effect, providing for a 7% tax on receipts to allow for the funds to underwrite pic production.

Censorship was also touched on and a cause is being made of the banning of Alan Resnais' short pic, "Statues Die Like This," which was banned because it shed unfavorable light on French colonial policy. Personal grievances were also aired and Claude Autant-Lara spoke about his recent refusal to allow his pic, "Le Bon Dicu Sans Confession," to be entered in the forthcoming Venice Film Fest, The recent removing of Jules Dassin from the directorial chair of the French pic, "L'Ennemie Public Numero 1," was also discussed. The CGT came out against the idea of a European Cinema Pooladvanced by the other film syndicat, the Syndicat Antonome du Cinema. Next season will probably see a lot of agitation in film circles when the CGT starts to put these resolutions into effect.

London Film Notes

Exclusive Films next pice is "High Wrays" original by Kenneth Hughes who will direct, with Richard Carlson coming over from Hollywood to star. Pic starts shooting late in July ... Romulus Films theaded by John and Jimmy Woolf is paying \$60.000 to Romald Shiner for his film which is producing next april. Titled "Wine of Elna." film is—based on Alexander Baron's. to star. Pic starts shooting late in July. Romulus Films headed by John and Jimmy Woolf is paying \$60,000 to Ronald Shiner for his film which is producing next April. Titled "Wine of Eina," film is based on Alexander Baron's novel "There's No Home." Script is being prepared by Max Green, film lighting expert for Herbert Wilcox who also will direct, being his first such assignment.

ABPC has switched the title of its film "Women Behind, Bars" to "Weak and the Wicket!" Pic has a big cast headed by Glynis Johns and John Gregson, wilh Sybil Thorndyke, A. E. Matthews, Athene on the floor Aug. 10, with Victor Skutezky producing and J. Lee Thompson directing.

London, July 21. As the deadline for reaching voluntary agreement within the industry for maintenance of the Eady production subsidy, after its Eady production subsidy, after its scheduled expiration next August is rapidly approaching, there is growing concern among exhibitors as to their ability to continue paying at the existing level. The continued decline in admissions may make it impossible for many theatres to maintain the existing annual contribution of \$8,400,000.

atres to maintain the existing annual contribution of \$8,400,000.

It is known that the producers are anxious that the Eady Fund should continue at this pace but exhibs point out that by the time the scheme is due for renewal, net boxoffice takings will probably have dipped considerably. They point out, therefore, that if they are compelled, either voluntarily or statutorily, to support the British production fund at the same level, the money will come entirely from their own pockets.

Meantime, exhibs are waiting for the long-delayed meeting of the four trade associations in order to put two main questions to the producers: "How much do you want? And where is the money coming from?" It is being forcefully argued in exhibitor circles that the government will be forced into granting admission tax concessions if they want the present scheme to be maintained. For the time being they are left only with the Chancellor of the Exchequer's promise that they are on the priority list for relief next year if there is no substantial improvement in receipts.

'Queen' Buenos Aires Biz Sensation; 'Noon' Looks Like Top '53 Grosser

Buenos Aires, July 21.

Bucnos Aires, July 21.

There is no precedent for the success achieved here by Universal's "A Queen Is Crowned." documentary on the British Coronation, which was released at a special performance. Pic is playing to capacity daily even at the customarily unpopular 3 o'clock matinees which rarely play to capacity. This is because patrons find it impossible to get seats for later shows.

On weekends and holidays all five shows have been consistently sold out. Sellout at the Ideal has cued Universal to book the picture day-date at both the Premier and Ideal starting next week. Although the film opened originally at both of these houses, the Protection Law forced the Premier to relinquish it. Despite the new low prices, "Queen" grossed \$8,165 in the first six days at the Premier, increasing thereafter to around \$9,770 weekly each of the subsequent five weeks at the Ideal. breaking all house

thereafter to around \$9,770 weekly each of the subsequent five weeks at the Ideal, breaking all house records. House marks were also broken in the cities of Rosario and Cordoba where it is expected to hold for three to four weeks longer. "High Noon" (UA) has moved into the lead as the all-time best grosser so far this year, with \$108.-478 for: a 21-week run. This beats the previous record this year held by "Desert Fox" (20th) of \$94.94 for eight weeks at the Iguazu and

by "Desert Fox" (20th) of \$94.944 for eight weeks at the Iguazu, and Florida. Latter film was shown before the admission scale cuts were put into force.

First-run grosses in the 25 major houses were off for the first 24 weeks of the year. Since the majority of pix released at the first runs are native productions this appears proof of their limited appeal. When it comes to entertainment, the public is not inspired by what the local press constantly refers to as "patriotic aspirations."

Reissuc of "Rebecca" at the Metpopolitan held for seven weeks with

neissuc of "Rebecca" at the Met-ropolitan held for seven weeks with a gross of \$52,962. Film was first seen here about 10 years ago, but it grossed more than "The Frog-men" (20th), which racked up \$40.-482 in the same number of weeks.

C'Scope Creator's French Travelog Bows With 'Robe' in U.S. Openings

of the new CinemaScope turned out here by Henri 14,000 Theatres Assist In CinemaScope inventor. will be used to photograph a round france. Pic, to be produced by Chretien himself in September with Marcel Ichae, is skedded to preem along with "The Robe" in American openings.

American openings.

According to Chretien, the lenses he will use will be the ones ready before the first shipment goes to 20th-Fox. He said he had arranged this with 20th, so that the first film to be ready with the lenses should be French. It was also due to Chretien's urgings that 20th originally promised to sked a Paris "Robe" premiere simultaneously with the Roxy bow in N.Y., even though exhib conditions here make this unlikely.

Meanwhile, heightened by ill tempers caused by a preponderance of bad weather acausing delay in films needing exteriors, and the delay in the passing of the Film Aid Law plus the rapidly changing face of film techniques, Gallic directors are venting their spleens here on the Venice Film fest and, in some measure, on CinemaScope. Many are refusing to have their films sent to Venice, and Claude-Autant Lara has not only forbidden his producer to send his new pic, "Le Bon Dieu Sans Confession," to the Venice Fest, but has also attacked Chretien by announcements that he had made the first film with this made the first film with this s and had the right to a lens, in the possession of the Pathe for his next film,

Co., for his next film.

Lara claims he made the first scope film in 1927, a short based on a Jack London story, "Fires Were Started," which, ironically enough, was shown at the Rex where the CinemaScope demonstration was given here last month. Lara was peeved that American firms had the priority in usage over a French invention. 20th-Fox has the first batch of lenses coming out a French invention. 20th-Fox has the first batch of lenses coming out of Chretien's company here, but feels that there will be lenses available for French use in September. Chretien has the right to pass on any pix proposed for the Scope method here.

In answer to Lara's demand, N In answer to Lara's demand. M. Bezard, prexy of Pathe here, said he had met with Lara's producer, Henry Deutschmeister of Franco-London Films, and given an affirmative answer for the use of the anamorphoscope, ex hypergonar lens in their possession, providing Chretien gave his permission for its loan. Lara was also against this, and the matter rests there with Pathe ready to cooperate with Deutschmeister upon the okay of Chretien.

Deutschmeister upon the okay of Chretien.

Chretien says that he is holding back permission to use the old lenses in the possession of Pathe, because he is not sure what condition they are in and does not want to compromise the technical name of the Scope process without study. He also does not want to give preference to any one director, but would like to hear the projects of other French filmmakers interested in the process. Lara, meanwhile, has decided to start his new pic sans CinemaScope but is still smarting and feels that he should have had a right to the lens.

COMPO 'Aid to Korea' Wk.

CUMPU Aid to Korea Wk,
Total of about 14,000 theatres
are expected to participate through
audience collections in the industry's "Aid to Korea" week sponsored by the Council of Motion
Picture Organizations. Most houses
started their drive on Monday (27)
and will continue it through Sunday (22), while others won't get into
it until Aug. 3 and 5.

Campaign, being conducted at
the request of President Eisenhower in conjunction with the
American Korean Foundation, aims
to raise money to aid the civilian
population in Korea. Trailer carrying a personal appeal from the
President is being shown in theatres. COMPO's regional and state
chairmen serve as directors in the

'Robe's' Blanket **All Media Bally**

to attract audiences from a 100-mile radius around the key centres where the pic is skedded to preem in late August and early September. Where 20th is set to allot exploitation coin with this aim in mind, ultimate decision on the extent of the campaign is up to the exhibs, with whom 20th is sharing expenses over the regular budget in the same proportion as rental terms.

rental terms.

"Robe" campaign was worked out by Charles Einfeld, 20th v.p., who said last week every known medium of communication would be used to plug the pic. "Robe" ads stress CinemaScope as "the modern miracle you can see without glasses." Film has been getting a record number of breaks in the national mags and will be plugged via 15 different kinds of trailers.

Latter are in various length and include a TV series, one-minute star endorsements and special footage showing the theatre being converted to CinemaScope. One series is designed for cross-plugging in circuit houses.

Einfeld's blueprint calls for a gradual decrease in the number of people exhibs will be trying to reach as, more theatres open the pic. It's figured that 20th can open 400 spots without duplication. 400 spots without duplication.
Where the big first-run won't go
for the 100 mile idea, new opening
will be spotted at the fringe of his
radius

Sell Philly Theatres As Garage, Chain Store; **WB House to Cinerama**

Philadelphia, July 28. Is into the ranks of mideity film houses con-

tinue rapidly.

Two Warner midtown houses reported as sold. PIX DIVYY IN 1ST HALF

DOWN TO \$9,000,000

Washington, July 28.
Film dividends for the first half of 1953 amounted to \$9,108,000, far behind the \$13,349,000 for the same period of 1952, according to figures announced last week by the U.S. Dept. of Commerce.
However, the June 1953, dividend aggregated \$3,932,000 bettering the \$3.754,000 for June of last year.
Biggest melon of the month was the \$1,170,000 paid by Paramount Fletures, just \$1,000 short of the Paramount figure for the previous Year. Loew's, Inc., paid \$1,029,000 both in June 1953 and June 1952.
Fox paid only \$692,000 this June, compared with \$1,384,000 of a year ago. However, National Theatres, which paid nothing in June, 1952.
Fox paid only \$692,000 this June, compared with \$1,384,000 of a year ago. However, National Theatres, which paid nothing in June, 1952.
Fox paid only \$692,000 this June, compared with \$1,384,000 of a year ago. However, National Theatres, which paid nothing in June, 1952.
Fox paid only for the first half and only one of the major downtown houses without a cooling year, has been sold by Albert M. Greenfield to the Siey Parking Lot chain, and will be torn down sometime this fall to be made into a garage. The Boyd, warners and will become the local home of Cinerama. The Warner chain has already been depth of the Earle to make way for a chain store, and it is rumored the Palbett of the Siey Parking Lot chain, and will be torn down sometime his fall to be made into a garage. The Boyd, warners and will become the form down sometime his fall to be made into a garage. The Boyd warner midtown houses or expectically reported as sold.

The Aldine (1941 and Chestnut Sts.) and only one of the major downtown houses without a cooling year, he was been sold by Albert M. Greenfield to the Siey Parking Lot chain, and only one of the major downtown houses without a cooling year. Aldine for the Aldine (1941 and only one of the major how on sometime his fall to be made into a garage. The Boyd own sometime his fall to be made into a garage. The Boy

ago. However, National Theatres, for the or middly houses which paid nothing in June, 1952. Goldman. Other middly houses paid \$415.000 in dividends this are the 2.500 capacity. Fox at 16th Non. Universal, which paid only and Market, the two indie Chest-S61.000 last year, shoveled out nut St. houses, Trans-Lux and Arcadia, and the indie World and June.

Cultural Influence

Hollywood, July 28, Village of San Francisco de Conchos in Mexico is richer by one schoolhouse because of the filming of "Hondo" by Wayne-Fellows on location there.

Structure, built for interior filming, will be turned over to the village authorities when shooting is finished.

IATSE Asks Pay Hike, 5% Vidfilm **Coin from AMPP**

tional Alliance of Theatrical Stage Employees over the weekend submitted formal demands for a new agreement to the Assn. of Motion Picture Producers.

Picture Producers.

Most significant proposals were:
(1) that pix producers contribute
25c an hour to the pension fund;
(2) that unions receive 5% of
revenue from theatrical pix funnelled to television, and (3) pay
boosts ranging from 10% to 15%.
Included in 33 basic proposals
also was the demand that producers pay 3% of the gross payroll to
the Health & Welfare Plan, inplace of the present 5c, an hour.
Besides pay hikes, unions ask "correction of inequities existing in certain classifications." Pay requests
yary with Joeals, but it's known
cameramen, editors and sound men cameramen, editors and sound men want a 15% uppance.

want a 15% uppance.

Negotiations on new agreement open Sept. 8, with Charles Boren, AMPP v.p. of industrial relations, and IATSE international rep Roy Brewer the principal negotiators. Unions seek a four-year deal, with proviso that, after two years, it could be reopened for negotiations on wages and conditions. All locals involved agree in principal on more important demands, such as penimportant demands, such as penimportant demands, such as pen-sions, but supplemental proposals were made by various locals, due to their differing problems and conditions.

1ATSE unions in past tried to

IATSE unions in past tried to get reissue coin from producers, without success. Unions receiving coin from pix to TV are AFM, SWG and SAG.

Demands of other craft unions basically match those made by IATSE. Publicists Guild also presented demands to producers, asking pension plan to be established and also for a 15% wage hike. Guild demands generally parallel IATSE's, including the Health-Welfare Fund change.

RKO, Disney Squelch 'Rift' Talk, Ink Distrib Pact

Reports of a rift between RKO and Walt Disney Productions over terms of the releasing agreement were quickly dispelled last week with announcement of completion of a new distribution deal between the two outlits.

the two outfits.

New pact, revealed jointly by RKO prexy J. R. Grainiger and Roy Disney, provides for distribution by RKO of Walt Disney's currently in-production. Technicolor feature, "Rob. Roy—The Highland Rogue," which is now being filmed in England and Scotland. Pic is skedded for release next February.

New agreements also provides for RKO distribution of the Disney short subject program for two ad-ditional years. It includes an un-disclosed number of shorts to be made in Cinemascope as well as

Pact also calls for the re-release

Pact also calls for the re-release of Disney's all-animated cartoon feature, "Pinocchio," next April. Prior to the inking of the new pact there had been reports that RKO was unhappy with its distrib fee. Outfit had been working on a 2212-7712 basis in U.S. and Canada and 25-75 abroad. Terms of the new deal were not revealed.

Immediately following the announcement of the new deal were not revealed. Grainger left for the Coast to altered a meeting of RKO's board of directors. He is expected back in New York later this weeks.

Ohio Exhibs Kill Three 'Pest' Laws: Ozoner Tax, Vendor Fee, Exit Guards

Govt. Sues Distrib For Foreign Pix Royalties

Suit to recover \$2,000 plus interest was filed in N. Y. Federal Court a week ago by U. S. Atty. Gen. Herbert Brownell against Film Renters, Inc. Latter assertedly entered into an agreement with the Alien Property Custodian

Brownell, who brought the ac-tion in behalf of the APC, charges that although the distribution deal has now expired no money has been paid by Film Renters for use

U.S. Distribs Win Mex Labor Peace

Mexico City, July 28.

The nine U.S. distributors operating in Mexico attained labor peace until mid-1955 by granting a general 15% pay like to their employees who belong to the National Cinemalographic Industry Union (STIC). Union demanded a 50% till, It suddenly dropped that demand to 10% plus many economic concessions, with a strike-set for Aug. 1—if these were not granted. The package 45% hike was finally agreed upon.

The STIC now gets the highest pay in its history. Enrique Zlenert, distrib's attorney, said they gave in to the 15% like so as to relieve the Mexican government of at least one problem in the film trade. He referred to the strike of the technical and manual workers locals of the Picture Production.

STIC is now pressuring Mean film distributors for a 15% lift. It had demanded a 12% originally. Mexican distribs uneasy about being pressured match the U.S. boost.

Judge KO's \$1,000,000 'Flame' Stunt Claim But Chides WB's 'Unfair' Ads

ter attempted to collect \$1,000,000, supposedly offered to anyone who could prove that Burt Lancaster didn't do those daring stunts in 'The Flame and the Arrow.''

The judge said: "The defendants relied on trick language in the offer. It's too had that I can't find sufficient evidence to chastise them for fake advertising." Incidentally, the court found, that Lancaster actually did the stunts.

New, Improved Arc Light

Being Readied by 20th
New improved projector light
source, called Super Vent Arc, has
been developed by the Swiss as
part of their Eldophar color theatire TV research, and samples are
expected in N.Y. soon, Earl I. Sponable, 20th-Fox director of research,
said in N.Y. last week, following
his arrival from Paris.

Arc, which is said to give twice
the normal amount of light, will be

used in conjunction with the projection of CinemaScope pix. Sponnable disclosed. It is owned by 20th as part of the Eidophor deal under which the Swiss firm of Edgar Gretener A.G. does research on the theatre. TV system. Arc. originally designed for Eidophor, features a disk negative and involves no heat problems.

sembly sessions just concluded here. As Robert A. Wile, executive secretary of the Independent Theatre Owners of Ohio, pointed out ly bulletin, the knocking out of newsreet censorship caught the headlines, but theatre owners bene-fitted in many other ways.

A senator who introduced, "for potitival purposes," a bill to tax drive-in theatres was persuaded to withdraw the measure before any action could be taken.

Strentous objection by ITO killed provisions in the new revised General Code, which would have required (in the building code section), theatres to station an emiscetion, theatres to station an emiscetion.

section) theatres to station an em-ployed at every exit, and would have prevented erection of any drive-ins so that the screen could be seen from the highway or any infersecting highway.

Another bill, to allow the Agriculture Dept to inspect food vending machines (including orn popers and drink vending machines) and charge an annual fee of \$20, was killed in committee following testimony by Wile.

Theatres also benefitted by a bill o ban switch-knives in Ohio, which, in the hards of teenagers, lave caused considerable damage to theatre seats.

Another odd angle on the censo

Another odd angle on the censorship ruckus in Ohio is that a bill was passed and signed, carmarking all revenue from film censorship fees for the visual education department. Heretofore, only half the revenue, went to that department (\$125,000 last year). The take from censorship fees, would have been less than \$100,000 this year on the half-fund basis, and probably less next year, as fees are dropping off as the number of film releases deciline. The visual education department was offered \$150,000 from the general find, but instead plugged for all censorship revenue, which it will now have.

for all consorship revenue, which it, will now have. This results in a couple of changed circumstances: the school lobby will now oppose consorship repeal with more vigor than ever education will be entirely without funds from the time of the Court decision until the meeting of the 101st General Assembly in 1955, at which time they could be given an appropriation from the general fund.

MAP FIBERGLASS PIX REELS, MAGS, HOLDERS

Depending on the demand generated by the industry's interest in getting lightweight film containers, reels and magazines made out of fiberglas. U. S. Fiberglass Industrial Plastics Inc. expects to be in a position to go into mass, production in the fall, it's learned.

U. S. Fiberglass outfit has been getting ready to turn out these terms, as well as advertising signs and letters for use by exhibs for some time, and is now reaching the point of practical application. That's according to Hairy, Greenman, manager of the Capito Theatre. N. Y. who conceived the

Picture Grosses

BOSTON

(Continued from page 8)
- "Ride, Vaquero!" (M-G) and
"Flame of Calcutta" (Col), Slick \$20,000 shaping, Last week, "Story 3 Loves" (M-G) and "Bright Road"

Paramount (NET) (1,700, 50-90)

"White Witch Doctor" (20th) and
"Heart Goes Crazz" (Indie) (2d wk).
Still oke at \$11,000 following \$19,500 first.

500 first.

State (Locw's) (3.500; 50-90)—

Ride Vaguero" (M-G) and

"Flame Calcutta" (Cof) Neat \$12
500 Last week "Story 3 Loves"
(M-G) and "Bright Road" (M-G).

'Field' Fast \$9,000 In Indpls; 'Pickup' Fat 10G

Indianapolis, July 28. Another heat wave has curdled Another heat wave has cuedled, netivity at first-runs, here this stanza. But "Shane" is still solid in second week at Indiana to Tead city again. "Pickup on South Sheet is fairly nice at Loews. "Kid From Left Field" at Circle is tated trin.

Estimates for This Week

Estimates for This Week Circle (Cockyll-Dolle) (2 800; 50-76)—"Kid Fron Left Field" (20th) and "Glory Brigade" (20th). Neat \$9,000 Last: week, "Mighty Joe Young" (RKO) and "Isle of Dead" (IRKO) (reissues), \$12,000 Indiana (C-D) (3,200; 65-95)— "Shane" (Par) (2d wk). Solid \$12,-000 after \$25,000 opener.

Loew's (Loew's) (2,427; 50-75) —
"Pickup On South St." (20th) and
"Flame of Calcutta" (Col). Nice
\$10,000. Last week, 'Dream Wife",
(M-G) and "Hear" Goes Crazy"
(UA), \$8,000.

Lyrie (C-D) (1,500; 50-76)—"Van-quished" (Par) and "Rebel City" (AA), Okay \$5,000, Last week, "Seminole" (U) and "Ghost Rash-mon, Hall" (Indie), \$5,500.

DENVER

(Continued from page 8) Pickup on South St." (20th) and 'Safari Drums" (AA), \$16,000.

Salari Druins (AA), \$10,000.

Esquire (Fox) (742; 50-85)
"Maze" (AA) and "Clipped Wings" (AA), Nice (\$3.000. Last week, "Pickup on South St" (20th) and "Salari Druins" (AA), \$3.500.

"Salari Druns" (AA), \$3,900.
North Drive-In, (Wolfberg), (750
cars; 85). "Farmer Takes a Wife"
(20th) and "Salofne, Where She
Danced" (Indie), treissue). Olsay
\$7,000. Last week, "Great Sloux
Uprising" (U) and "In Society"
(Indie), \$6,500.

(Indie); \$0,500. Orpheum (IRKO) (2,600; 50-85)— "Second Chance" (IRKO) and "Tar-zan and She-Devil" (IRKO) (2d wk). NSG \$7,000. Last week, \$14,500.

Paramount (Wolfberg) (2,200; 50-35).—"Parmer Takes Wife" (20th) and "Salome Where She Danced" (Indie) (reissue). Good \$13,000 or close, Last week, "Great Sioux Up-rising" (U) and "In Society" (Indie). (Indie)

Tabor (Fox) (1.967); 50-95)—
"Spaceways" (Lip) and "Johnny Giant Killer" (Lip) Poor \$4.500. Last week, "City That Never Steeps" (Rep) and "Old California" (Rep), \$6,000.

(Rep.), \$6,000.
Valley, Drive In (Wolfberg) (1,000 cars; 85). "Farmer Takes Wife". (20th). and "Salome, Where Sho Danced" (Indie) treissuel. Good \$7,000. Last week, "Great Sioux Uprising" (U) and "Ine Society". (Indie), \$6,500.

Amore), \$6,500.

Webber (Fox) (750, 50-85)—
"Spaceways" (Lip) and "Johnny
Giant Killer" (Lip), Poor \$2,500.
Last week, "City That Never
Sleeps" (Rep), and "Old California"
(Rep), \$3,000.

DETROIT

CContinued from page 83 \$14,000. Last week, "The Maze" (AA): \$9.500.

Adams (Balaban) (1700: 95-\$1.25)

"Story of 3 Loves" (M-G) 2d
wk). Okay \$7,000. Last week,
\$7,500.

57.500.

Broadway Capitol (Korman)
(3,500: 70-95)—"Desert Rats" (20th)
and "Last Posse" (Col). Whopping
\$18.000. Last week. "Split Second"
(RKO) and "Take Me to Town"

'SONG' FAIRISH \$9,500,

Omaha, July 28.
Weather turned warm for the weekend, and biz shapes spotty currently. Third week of "Moulin Rouge" at State and second cound for "Second Chance" at Brandels continue sock. "Desert Song" looks moderate at Orpheum. Strongest of smaller first-runs is "Man on Tightrope" at Dundee.

Estimates for Thir West

Tightrope" at Dundee.

Estimates for This Week
Brandeis (RKO) (1,100: 76-\$1)
"Second Chance" (RKO) and
Born to Saddle" (RKO) (2d wk)
Solid \$1,000 after sizzling \$9.500
initial stanza.

Dundee (Coldberg) (700: 80)
"Man on a Tightrope" (20fh); Nice
\$3,500. Last week, subsequent-run
Omah, (Pristates) (2,100: \$0.76). yer Playhouse in Baltimore

Omaha (Tristales) (2,100; 50-76). "Column South" (U) and "Peril-is Journey" (Rep., Mild. \$5,000, ast week, "Maze" (AA) and "Son Belle Stars" (AA), \$8,000 at 76-

'Stalag' Brisk \$14,000, Buff; 'Vice Squad' 13G

Buffalo, July 28. this stanza is "Stalag Buffalo, July 28.
Pacing field this stanza is "Stalaga"
17." with fine total at Paramount.
"Vice Schad" is almost as big at the Buffalo; "Second Chance" is holding stout in second round at Century while "White Witch Doctor" still is good in second Center session.

Estimates for This Week

Buffalo (Loew's) (3,000; 40-70)—
"Vice Stuad" (UA) and "Marshal's
Daughter" (UA) Big \$13,000 of
over Last week, "Story 3 Loves'
(M-G) and "Scandal at Scourie'
(M-G), same. "Vice So Daughter

(M-G), same.

Paramount (Par) (3,000; 40.70)—
"Stalag 17" (Par) and "Born to
Saddle" (Indie). Fine \$14,000. Last
week, "Charge Feather River"
(WB) (2d wk), \$10,000.

Center (Par) 42,100; 40-70)—
"White Witch Doctor" (20th) (2d
wk). Good \$7,500, Last week,
\$11,000.

Lafavetic (Bastle (2,00))

\$11,000. Last week, Lafayette (Basil) (3,000; 40-70)—("Let's Do It Again" (Col) and "Valley Headhunters" (Indie) (2d wk-4 days), Mild \$3,500. Last week, fine \$9,000. Century (20th Cent.) (3,000; 40-70)—"Second Chance", (IKO) and "Bride To Yellow Sky" (IRKO) 2d wk). Sturdy \$8,000. Last week, \$12,000.

LOS ANGELES

U-I SET TO CONTINUE AT PRESENT PROD. PACE

Hollywood, July 28.

Il niversal-International's top SONG' FAIRISH \$9,500,

OMAHA; 'CHANCE' 8G, 2D

Omaha, July 28.

Weather turned warm for the weekend, and biz shapes spotty arrently. Third week of "Moulin Rouge" at State and second round

Univers a l-International's top brass, after two weeks of studio huddles, announced that the company will continue its current production policies, with a program approximating this year's. Schedule will include films in all the new processes.—3-D, widescreen and stereophonic sound.

Attending the meetings were Milton R. Rackmil, prexy; Nate J. Blumberg, board chairman, Alfred E. Daff, executive veepee; Edward Muhl, veepee; David A. Lipton, veepee, and James Pratt, executive manager.

House: Ushers Wear Tux

First colored art house, the Carver. Playhouse in Baltimore, has begun operating and reports doing rood biz. Theatre, operated by Henry Hornstein and Barry Goldman, seats 351 and was completely refurbished before launching in its

\$1. scale.

Orpheum (Tristates) (3.000; 50-rewin, seats 351 and was completely refurbished before launching in its new policy.

"System" (WB): Medium \$9.500
Last week, "White Witch Doctor" gation, the Playhouse runs day-tond and "Woman They Almost, and date with the white first-run and the Goldberg (865; 65-90)—sions. It'll book both American product and selected foreign imports.

"Moulin Rouge" (UA), (3d wk): Execulent \$5,500 after \$6,500 second week.

Theafre is noticed.

ports.

Theatre is patterned after the N. Y. arties. Patrons are offered coffee and other refreshments in the lounge, and ushers wear formals. Total of \$25,000 was spent on revamping the house. Distribs of specialized pix, like Universal, have indicated they would be interested in expanding the idea to other territories.

Cinerama Brass on Tap For Gala Chi Opening

Midwest premiere of Cinerama Comes off here tomorrow (Wed.) with all the trimmings of a gala occasion. Chicago officialdom along with press reps from as far away as. Kansas City. St. Louis and Louisville will be on hand as the widescreen system bows at Eitel's Palace Theatre. Preem's profits go to the Peacock Camp for Crippled Children. to the rea Children.

Children.

Cinerama contingents from both coasts are flying in for the occasion. Louis B. Mayer is due from Hollywood with Thomas L. Perkins, chairman of Cinerama's execommittee, repping the N. Y. office. Also attending will be Cinerama inventor Fred Waller.

3-D Terms

= Continued from page 7 =

Continued from page 8)

(WB) (2d wk). Good \$28,000. Last week, \$41,300.

Loew's State Hawaii. (UATC-G&S) (2,404: 1,106: 70-\$1.10
"Dream Wife" (Indie). (2d wk). Light \$11,000. Last week, \$14,100.

Egyptian, Orpheum (UATC-Metropolitan) (1,538; 2,213; 70-\$1.10
"Story 3 Loves" (M-G) and "Ghost week, \$18,500.

Ship" (Lip). (Orpheum only). (2d wk). Fair \$12,000. Last week, \$18,500.

Although the Metro and UA plans mark a deviation in initial.

Ship" (Lip) (Oppneum, 1917)
wk). Fair \$12,000. Last week, \$18,5
200.

Four Star, Rialto (UATC-Metropolitan) (900): 839: 80-\$1.20)—
"Moon Is. Blue" (UA) (4th wk).
Sturdy \$19,000. Last week, \$19,500.

Wilshire (FWC) (2.296: 80-\$1.50)
— White Witch Doctor" (20th) (4th wk). So-so \$4,200. Last week. \$5-400.
— Fine Arts (FWC) (631: 80-\$1.50)
— "Sea Around (US" (RKC)) (4th wk). Okay \$4,300. Last week. \$5-600.

Chinese (FWC) (2.048; \$1-\$1.800
— "Shane" (Par) (8th wk). Solid \$1,900. Last week, \$1,500
— "Shane" (Par) (8th wk). Solid \$1,900. Last week, \$1,200

S2.80)—"Cinerama" (Indie) (13th wk). Smash \$37,000. Last week, \$1.20-\$2.80)—"Cinerama" (Indie) (13th wk). Smas

SAN FRANCISCO

(Continued from page 8)

(5th wk). Big \$12,000. Last week \$14,000.

"Hans Christian Andersen" (RKO)
(23rd wk). Oke \$2,800. Last week \$3,000.

Clay (Rosener) (400; \$1) 65-85)

"Seven Deadily Sins" (7th wk). Fine \$3,000. Last week \$3 (3,500, 70-95)—"Desert Rats" (20th)
and "Last Posse" (Col. Whopping \$3,000.
Last week, "Split Second" (Clay Rosener) (400; \$1) 65-85)—
(RKC) and "Take Me to Town" (Seven Deadly Sins" (7th wk). Fine (UI, \$9.500.

Music Hall (Cinerama Prod.) (1.236; \$1.40-\$2.80) — "Cinerama" (2d wk). Big \$3.800. Last week, \$28.500.

Last week, \$28.500.

Amusement Stock Quotations

(N.Y. Stock Exchange)

For Week Ending Tuesday (28) Net. Change for week + 1/4 + 1/2 Tues. Weekly Weekly Weekly Close High Low 15% 13% Am Br-Par Th 201 CBS, "A" 27 CBS, "B" 9 Col. Pic. 17 421/2 Decca 63 Eastman Kdk 159 1436 734 3038 Loew's Nat. Thea. Paramount 379 131/8 2634 Philco RCA RKO Picts. 3 354 RKO Thea Republic Republic Rep., pfd. Stanley War, 20th-Fox Univ. Pix. Univ., pfd. Warner Bros Zenith 1914 1434 84 631.4 American Stock Exchange 17/4 11/4 Du Mont 4/8 278 Monogram 17/4 14/4 Technicolor 3/4 23/1 Trans-Lux 1216 Over-the-Counter Securities Bid + 38 Color Corp. of Amer. Cinerama Chesapeake Industries (Pathe) A. Theatre

(Quotations furnished by Dreyfus & Co.)

Briefs From the Lots

Hollywood, July 28.

Leonard Goldstein signed Millie Gussie as casting director for his new indie company. Panoramic Productions. John Auer will produce and direct "Hell's Half Acre" costarring Wendell Corey and Evelyn Keyes at Republic James Gleason draws top role in Bernard B. Ray's indie production, "Hollywood Stunt Man". F. D. (Pinky) Langton resigned after 10 years as writer supervisor at 20th-Fox.

Metro readving 20 minutes. Hollywood, July 28.

Walt Disney

Actual Sales

Metro readying a 30-minute trailer on "Julius Caesar" for exhibition in high schools and colleges Ida Lupino directing added scenes for "Jennifer" at Allied Artists David Diamond will produce "The Mighty Mo" in widescreen Cinecolor Metro bought John W. Vandercook's novel, Empress of the Dusk," for production in CinemaScope by Sam Zimbalist, with Ava Gardner in the title role.

Deborah Kerr and Metro terminated their exclusive contract, and substituted a pact calling for three pictures over an indefinite period.

George Pal and Paramount. negotiating a new producer contract, although his old pact has four years to run. Metro signed Virginia Bosler to a 26-week contract, starting with the studio's film version of "Brigadoon." Gerry Sherman signed Eliot Elisoton as color consultant for Oceanic Productions in the filming of "Noa. Noa." to be produced in Hawaii and Paris.

"Rangers of the North," currently on location in Glacier National Park. Buddy Butler ankled Technicolor to join Walt Disney as cameraman . Pete Smith's first four Metro shorts for 1953-54 will be "It Would Serve 'em Right." "Film Antics," "This is a Living?" and "Landlording It." all to be lensed for both widescreen and normal projection.

normal projection.

Robert Jacks joined Leonard
Goldstein's Panoramic Productions, although he is still producing "Prince Valiant" at 20th-Fox
Warners signed Harvey Lembeck for a featured role in "Rear
Guard," starring Guy Madison.

Mpls. Preems Widescreen, Stereo—With 2-D Film

Minneapolis, July 28.

Local RKO-Orpheum will be the first Twin Cities theatre to have widescreen and stereophonic sound. Tentative date for their unveiling is Aug. 5. It's an all-purpose Miracle Mirror screen, according to Harry H. Weiss, RKO Theatre district manager here. Initial offering on the screen and with the sound will be a 2-D picture, Universal's "Thunder Bay," however however.

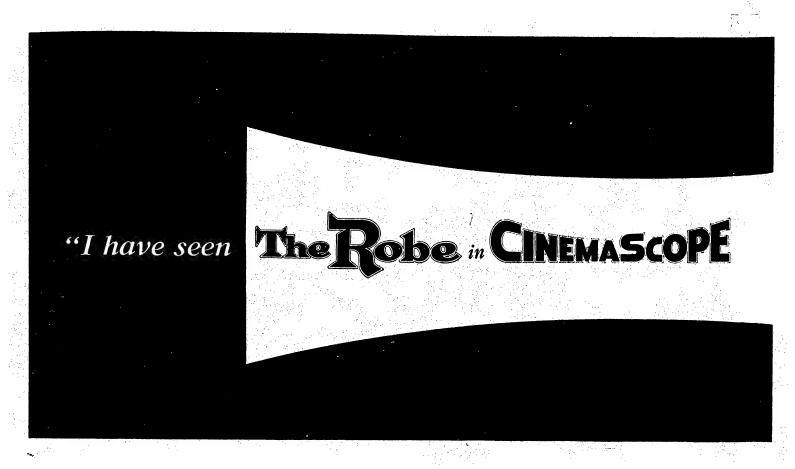
Widescreen sound also are on order for the RKO's St. Paul Palace and Minne-apolis RKO-Pan, United Paramount Theatre's local Rudio City and St. Paul Paramount and the independent World and Terrace here.

Productions in the filming of "Noa Noa" to be produced in Hawaii and Paris,

Bernadine Hayes shifts from TV to screen for a character role in the Greene-Rouse production, "Free and Easy". Superior Court approved a moppet contract between Richard Vera and Carmichael Enterprises. John Sturges bowed out of his director contract with Metro to freelance, Columbia bought "Spotlight," a filmusical scripted by Garson Kanin and slated to start in October. Carl Krueger obtained Government permission to use 520 tfeet of the latest Korean combat foolage in his picture, "Sabre Jet."

Sujata signed for two Oriental dance numbers in "King of the Khyber Rifles" at 20th-Fox. New version of Poe's "The Rayen" will be produced in England by David Diamond, in widescreen, 3-D and Technicolor. Norma Productions signed Ernest Lehman to screenplay "The Killing Frost," starting Burt Lancaster,

Don Siegel will direct "Riot in 1 Cell Block 11," Walter Wanger production at Allied Artists. Metro assigned Ann Blyth to cost at with Robert Taylor in "Quentin Durward," to be filmed in England by Berman producing and Richard Thorpe directing Fred Kohlmar will-produce—Golumbia's "Richard the Lion-liearted," with locations by Licon-liearted," with locations by Licon-liearted," with locations by Licon-liearted," with locations by Licon-liearted, "with locations by Licon-liearted," with locations by Licon-liearted, "with locations by Licon-liearted," with locations by Licon-liearted, "with locations by Licon-liearted," with locations by Licon-liearted, "



After ten years of planning and preparation, the first assembled version of "The Robe" in CinemaScope was screened a few days ago at our Hollywood studios.

It was the proudest and most exalting experience of my entire association with the motion picture industry.

It was an event that made an indelible impression in the hearts and minds of all those who witnessed it. It was worth all the pains of its creation; all the untiring travels by Spyros P. Skouras in his unceasing search for entertainment progress; all the sleepless nights, the unending experimentation and diligent application by Darryl F. Zanuck and his production associates.

Filmed in any medium, Lloyd C. Douglas' celebrated novel "The Robe" would rank with the biggest money-makers the screen has ever known. In the unparalleled CinemaScope process, in Color by Technicolor, and projected on our panoramic Miracle Mirror Screen with

CinemaScope Stereophonic Sound, it will be the greatest boxoffice attraction of all time.

For there can be no doubt that "The Robe" in CinemaScope opens an historic new chapter in the annals of motion pictures. From beginning to end, during every minute of its more than two hours of running time, it surges with dramatic power that beggars description.

"The Robe" is one of the greatest novels of our time and the impact of its timeless story is doubly intensified and gloriously enhanced through the magic of the anamorphic lens.

"The Robe" in CinemaScope relates the greatest story of love and faith ever told, and in its unfolding, casts a spell that elates the spirit as it excites with its spectacle; it stuns with its glory as it embraces the audience without the use of glasses.

Above all, "The Robe" in CinemaScope renders an inspired service to humanity as it transports you back through the centuries to the dawn of Christianity.



You will see never-to-be-forgotten performances by Richard Burton, the sensational young star who portrays Marcellus; Victor Mature, as the Greek slave Demetrius; Jean Simmons, Michael Rennie, Jay Robinson, Dean Jagger, Torin Thatcher, Richard Boone, Betta St. John and many other outstanding players in the cast of thousands.

"The Robe" in CinemaScope has been superbly produced by Frank Ross, whose imagination first was gripped by this wonderful story more than a dozen years ago. Frank Ross had a vision of greatness and splendor and now that vision has been realized as a miraculous reality.

"The Robe" in CinemaScope has been masterfully directed by Henry Koster, whose record, already replete with brilliant achievement, is crowned with the glory of the "The Robe" in CinemaScope.

The inspired screen play for "The Robe" in CinemaScope was written by Philip Dunne, who with "The Robe" surpasses even his previous towering and memorable scenarios.

The breathtaking photography for "The Robe" in CinemaScope reiterates the genius of Leon Shamroy, three times the recipient of an Academy Award. It was properly fitting that he should have been selected for this pioneering assignment, and his work in "The Robe" in CinemaScope touches the very peak of magic and will be recorded as the ultimate in cinematic annals.

And now "The Robe" in CinemaScope will be delivered to the showmen of the world, to exhibit it with power and dignity, to realize its infinite potentials, to march forward with its surpassing greatness.

I believe that "The Robe" in CinemaScope fulfills every promise inherent in the motion picture medium. I am convinced that "The Robe" in CinemaScope will bring to theatres throughout the world the greatest number of people ever to see a single motion picture.

Al Lichtman, 20th Century-Fox

Film Reviews

A cousing good time for Abbott & Costollo fans is contained in this spoof on fiction's classic bogeyman. It should be a healthy item at the boxoflice for those situations that get the most from the comedy team's offerings. A spirit of free-for-all fan keynotes the picture, so the laughs are frequent and hearty.

The fat & thin comies combat-Boris Karloff as the fictional duel personality in the very broad-doings, and Karloff's takeoff on the character adds to the chuckles dished out by A&C. Helen Westcott, ward of, and coveted by the good Dr. Jekyll, supplies excellent femme appeal in a romance with Craig Stevens, a reporter, while Reginald Denny, harassed Scotland Yard in spector, and John Dierkes, the doctor's zombie-like assistant, help the fuir.

Reginald Denny, harassed Scottand Jyard inspector, and John Dierkes, the doctor's zombie-like assistant, help the fun.

Bounced off Denny's police force because of their bungling, Abbott & Costello figure, they might be able to get their jobs back if they catch the monster that is terrorizing Hyde-Park. Coincide chills and thrills ensue as the pair, track down the monster and wind up with its after evo, 'Dr. Jekell. Among the more amusing of the episodes are 'Dr. Jekell. Among the more amusing of the roof-top chase of Mr. Hyde by one group while another chases. Cost ilo, accidentally injected with the monster mixture, and the finale sequence at Bow St. when several boblies turn into monsters after being bitten by Costello while he was under the influence. Plot starts off with a suffragette angle, but this is soon lost so the fun carbegin.

begin.

Howard Christie's production supervision on the screenplay by Lee Loeb and John Grant gets alt that is necessary into the picture. Charles Lamont's direction is free-wheeling for laughs. Both George Robinson's camera work and the special pholography by David S. Horsley aid the comedy. and the special David S. Horsley aid the comedy. Miss Westcott gets to show some shapely shafts in a music hall se-quence that furnishes a slight mu-sical touch to the production. Brog.

Valley of Head Hunters

John Weismuller-Jungle Jim programmer dates.

Columbia release of Sam Katzman proinction. Stars Johnny Welsmuller, feaures Christine barsen, Robert C, Fourk,
deve Right Nelson-Leigh Joseph Allen,
dever Eithyrder, Sam Borrow,
deve Migh. Nelson-Leigh Joseph Allen,
dever Eithyrder, Sam Borrow,
deven Migh. Berke, Sereenplay, Samuel
ox Wulliam Berke, Sereenplay, Samuel
ox Wulliam Berke, Sereenplay, Samuel
ox Welliam, Berke, Sereenplay, Samuel
ox Gene Haviles, Previewed July 21; 53,
luming flue, 67 MINS.

Johnna Weismulfer

Johnna Weismulfer

Johnny Weismuller Christine Larson Jungie im John Weishausen
Ellen Shar Steven Rich
Lieutenant Barry Steven Rich
Mr. Bradlet Selven Rich
Pien Church Joseph Allen, Jr.
Commissioner Kingston
Corporal Bono Vace Keyle Metwo
Keyle Metwo
Koron
Chiper Glizhak Paul Thompson

Jungle Jim, in the person of Johnny Weissmuller, is called upon for some routine jungle heroics in this latest entry in the Columbia series. It's passable for bookings in the programmer market and the kiddies will like Tanba Jungle hims, chimp pal who adds some humor to an otherwise plodding attentive tale.

Weissmuller is assigned to help to avoid conflict with Easter agovernment representative nego-

Sweethearts on Parade

Time, changing colors in midscreen upon occasions.

Supervision of the film (studioissted credits have no producerissted credits have no producerissted evidently was at the hands
of one not nusically minded. It
played havoc with the whole affair
Neal.

Alshort & Costello Meet

Dr. Jekyll & Mr. Hyde
Good Abbott & Costello Comedy, with Boris Karloff and
healthy prospects in the usual
market.

Hollywood, July 24.

Universal release of Howard Christia
production Spars Buck Reginald
market.

Hollywood, July 24.

Universal release of Howard Christia
production Spars Buck Reginald
market.

Hollywood, July 24.

Universal release of Howard Christia
Damont Sereciplay. Lee Loob, John Burkes Directed by Charles
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Damont Sereciplay. Lee Loob, John Burkes Directed by Charles
Damont Sereciplay. Lee Loob, John Burkes
Damont Sereciplay George Redreson editor. Husen's Scheener Redregrant haved on stories by Sidney Fields
and Grant Look, Lee Look John Burkes
Damont Sereciplay Complete Wester House
William Berke's direction of the
Samuel Newman secreptay is rounded.

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William Berke's direction of the
Samuel Newman secreptay is rounded.

Burket Reginal Jerien
William Berke's direction of the
Samuel

Innocenis in Paris

Bir British name cast makes this episodic romp in Paris a sure moneymaker abroad; okay boxofice for many U. S.

spots looms.

London, July 23. Londón, July 23.
Independent Film Distributors release
of Homulus Anatole de Grunwald Brillish
production, Starrs Alastair Sim, RondonSininer, Claire Bloom, Margaret Hutherford, Claude Dauphin, Laurence Harvey
Jimmy Edwards, Directed by Gordón
Parry, Sercenplay, Anatole de Grunwald
egmens, Gordón, Lang, editor, Geoffrey

Sir Norman Barker	. Alastair Sim
Dicky	Ronald Shiner
Gwladys Marg	aret Rutherford
Susan	Claire Bloom
Max de Lorne	Claude Dauphir
Francois L	aurence Harvey
Geeree	Jimmy Edward:
Josette	Gaby Bruyero
Andy	James Copelant
Cloria	Mara Lane
Raymond	Monique Gerard
Panitov	Peter Illini
Pickerstaff	. Renneth Kove
Sir Norman's Secretary .	· Richard Watti

There is little that is new in the idea of Anatole de Grunwald's latest British pie, but the treatment is fresh and snappy, and is modelled strictly for pop tastes. Film is somewhat overlong, but a big British name cast will make this an easy-selling proposition, with prospects of being a safe moneymaker. If will need trimming for the U.S. market where the marquee value may not have the same appeal.

Eilm opens as an odd assortment of characters, leave London by plane for a weekend in Pavis. The

appeal.

Elim opens as an odd assortment of characters. Jeave London by plane for a weekend in Paris. Then it trages their various adventures in the French capital. There's Alastair Sim, a British diplomat, who extracts a 'yes' from the Russian delegate to an international conference after a drinking session in a nightclub; Ronald Shiner, a drummer in the Marine's band, who hits the highspots in Mont-wartre. Claine Bloom, an innocent girl, who gets picked up by a typical rouge. Jimmy Edwards, who spends the entire weekend in an English bar; Margaret Rutherford, an artist who finds happiness in huning a copy of the Mona Lisa; Mara Lane finding solace with the waiter when her companion falls to show my and James, Copeland, a naive kilted Scotsman, who has a single romance with a simple fire the gans between the

a single romance with a simple girl.

Treatment is necessarily episodic but the gaps between the ineidents are often too long. There is, however rather exhaustive coverage of Paris night life including the Moulin Rouge dancers doing the Can-Can. A large chunk of the footage was shot on location which gives the backgrounds a genuine appearance.

The script makes the minimum demand on the east but gives the maximum opportunity for a whole-hearted romp. The stars enter into the spirit with obvious good humor, and they are well supported by a long list of feature and bit players. Direction by Gordon Parry is sincere and straightforward. Gordon Lang's camera work is up to standard. Tighter citiing would have been an advantage.

**New Yorks Canter The Proposition of Control of nan forward. C son work is up editing wor of vantage,

Bienvenido Mr. Marshall (Welcome Mr. Marshall) (SPANISH)

(SPANISH)
Paris, July 21,
Sonofilm release of UNICI production
Stars Jose thert. Directed by Luis Ber
langer. Screenplay, Berlanger, Jun
Bardeur, Miguel, Mihura; camera, Mar
uel Berenguer; editor, Pepita Orduna
At Biarritz, Paris. Running time, 8
MINS.
Don Pablo

MINS. Jose Ibert
2001 Páblo Jose Ibert
24rmen Vargas Lohta Sevilla
Manolo Alberto Romea
Don Luis Alberto Romea
Don Cosme Luis De León

A lightweight offering, full of impish good humor and graceful impudence, this is the film which raised some hassles at the Cannes film Festival. Edward G. Robinson objected to a shot of the American flag dragged in the mud and some allusions to Ku Klux Klux activities. However, the film is a lighthearted takeoff on the effect of an intended visit by Marshall Plan reps to a small, sleepy Spanish town. Satire is light and hotfoots both sides. This shapes and may do for arty houses on word-of-mouth and exploitation as a natural for language basis. News that Marshall Plan group is coming to this Spanish town goads the mayor into action when a highpowered show biz agent convinces him that the Americans will strew money and, presents all over the town. The town treasury is ransacked and the village is made to resemble the American idea of Iheria, with guitars, roses and romance.

Many of the townsmen have dreams, on the eve of the visit, in lightweight offering, full of

idea of Iberia, with guitars, roses and romance.
Many of the townsmen have dreams, on the eve of the visit, in which their ideas on the U.S., garnered from pix, make for laughs. The mayor becomes an avenging western marshall in a barroom brawl, an old Don is being burned by Indians as a Conquistidore, and others see needed tractors falling from heaven. However the Marshall cars zip through the town and leave villagers with thought that one must shift and live for himself.
Director Luis Berlanger has ob-

leave villagers with thought that one must shift and live for himself. Director Luis Berlanger has obviously studied Hollywood, and English comedy techniques with a good dash of warm Italo realism. Pic has a nice mounting and rhythm, and is the best film to come from the Spanish studies in some time. Visual gags are adroit, while the lensing and editing help make the points and underline the good-natured activities.

Jose Ibert is fine as the honorable, humane mayor with an eye for femmes and wine while the remainder of the east adds the right feel of the small-village types.

Raya and Sekina

(EGYPTIAN)

Berlin, July 11.

At Hind Films production and release, tars Anwar Wagdi. Farid Chaveks, Negation brathm and Zanzu el Hakim. Directed by S. Abou Seit. Running time, 3 Miss.

In many instances this Egyptian documentary type of feature strictly follows the Hollywood pattern. It may shape up as interesting fare for some art houses. Story is based on actual happenings in Alexandria (1920) when no less than 117 persons disappeared, all victims of a jewel robber gangled by two women. Hero of the varn is an ambitious police officer, who, disguised as an alcohol-conscious killer, eracks the ring. There is plenty of bloodshed along the way plus many fist fights. But the film lacks a logical development, some sequences being involuntarily funny.

Direction of players appears satisfactorily, but there is apparently too much dialog which handicaps the pace. Action as well as the acting are often exaggerated to satisfy Egyptian audiences. Film is too long, and for western release, it needs cutting. There are some fine camera shots.

provinces working as private secretary for a great actress. The sudden visit of her stern bourgeois parents has the generous actress subbing as the girl's secretary for a series of nice situation bits. Father's attempt at landing a political job and the clash of the parents over the daughter's morals give this that Gallic touch of double standards and insouciance. All is settled when she gets the father his ministerial job while the galgets her young politician and the actress her minister.

Arletty is beguiling and frothy as the nimble, joy spreading actress whose know-how and sophistication make everything jell. Andre Luguet is just right as the pompous father while Denise Grey makes every moment count as the predatory, conniving mother.

Suzy Carrier and Jacques Francois are good as the younger element. Lensing is fine in its outlining of the frilly opulence of the interiors. Editing helps get some of the verbosity under control by counterpointing the more meaty situations.

situations.

I Sette Dell'Orsa Maggiore (Seven of the Big Bear) (ITALIAN)

CITALIAN)
Locarno, July 21.
Ponti-DeLaurentiis production and release. Stars Pierre Cressoy. Eleonora
Rossi Drago, Paul Muller, Timo Carraro
and Italian saints. Directed by Drago
Cotetto. Rocemplay DeContenting BugaCotetto. Rocemplay Buga-

Taking up the recently popular patriotic beat in Italo production, this stars the exploits of a group of Italian frogmen code-named "Big Bean." Well-made pic's theme will see it through fair returns in Italy, but foreign outlook is not so favorable.

of Italian frogmen code-named "Big Bean." Well-made pic's theme will see it through fair returns in Italy, but foreign outlook is not so favorable. Vets of actual operations, aided by thespers in key spots, act out their wartime exploits. Film opens with an unsuccessful Italian raid on Malta, follows with training for an operation against ships in the harbor of Gibraltan. Inside job there is accomplished with aid of an intricate spy network headed by nitery singer Eleonora Rossi Drago, who is killed in the proceedings. Remaining footage restages a similar raid on British warships in harbor of Alexandria, defended by a vast security system. Two out of three teams break through and ships are blown up before the frogmen are captured.

Treatment throughout is able, with much of the underwater stuff well handled although tension is somewhat dispersed by uncertain editing. Pierre Cressoy is good as the group leader while Eleonora Rossi Drago makes the most of a brief stint as the singer-spy. Rest of east is principally made up of actual participants in these wartime raids; all okay.

Camera work by Aldo Tont is good, with underwater action better than the other. Music (Nino Rota) highlights action appropriately.

good, with underwasses from the other. Music uniter than the other. Music uniter than the other music uniters from the state of the sta

Febbre Di Vivere

Fehbre Bi Vivere

(Eager to Live)

(ITALIAN).

Locarno, July 21.

Atlantis Film release of PAC production. Stars Marina Berti, Massimo Serato, Anna Maria Ferrero, Marcello Mastroianni. Directed by Claudio Gors. Screenplay, Gora, Suso Checchi Dunico, Screenplay, Gora, Suso Checchi Dunico, by Leopoldo Trieste; camera, Aldo Tonti, music, Enzo Maşetti, At Locarno Film Festival. Running time, 95 MiNS.

Massico Massimo Serato Daniele Marcello Mastroianni Lucia Marina Berti Elena Anna Maria Ferrero

This is one of the more interest-ing productions seen here in some time, yet shapes as a very unlikely item commercially because of its uneven structure and errant script-ing. Both factors will render its ing. Both factors will render its acceptance by a general audience difficult.

in needs cutting. There are some in fine camera shots.

Pere De Mademoiscle

(The Father of the Girl)

(PRENCH)

Paris, July 21.

Cine-Selection release of FAO production. Stary Andre Luguet, Artetty, Sury

Screenpia T. Hentier. Behort Daxan from play by Roger Ferdinand: cameran from play by Roger Roger Roger Roge

Signora Senza Camelie (The Woman Without Camelias) (ITALIAN)

LOCATION, July 21, ENIC release of D. F. Davanzati, production. Stars Lucia Bose, Gino Cervi, Andrea Cheechi; features, Ivan Desny, Alain Cuny, Monica Clay. Directed by Michelangelo Antonioni. Screenplay, Antonioni, Suso Checchi D'Amico, Mario Maselli; camera, Enzo Serafin; music, Ciovanni, Fusco. At Film Festival. Running time, 115 MINS.

Despite the cast and material at hand in this story, located in Italy's film studios, this fails to jell or convince. Reception should prove proportionately tepid at home as well as in the world market.

well as in the world market.

Based on assorted true facts, the story tells of a shopgirl who rises to comparative standom in local pix because of her beauty and sex appeal. After marrying her producer, she convinces her reluctant husband to star her in an "artistic" production designed to show up her acting ability. Pic flops, and the marriage likewise ends on rocks. Gal finally goes back to making the sort of films her public wants her to make where looks count more than ability.

Originally, more pointed in its.

ice wants ner to make where looks count more than ability.

Originally more pointed in its reference to facts on the Italo pic scene, plot has been toned down and thus loses much of its bite. Lucia Bose, although doing a good job, is essentially miscast as the star, being much too refined for the role. Both Gino Cervi and Andrea Checchi are fine as the two producers while Alain Cuny is wooden as an actor friend. Ivan Desny gives a colorless portrayal of the star's onetime lover. Occasional glimpses of the local film scene are rendered with a clinical eye. But only in the final scenes, when the desperate gal goes back to cheesecake roles, does the pic to cheesecake roles, does the pic acquire warmth and provide the proper impact.

Camera work by Enzo Scrafin is outstanding while Giovanni Fusco's music is very unusual. Other credits are good.

Film Biz Upbeat

Continued from page 7

Par's "Staing 17" and "Roman Holi-day," Metro's "Band Wagon" and 20th-Fox's "Gentlemen Prefer Biondes," among many others.

Plenty Optimistic

Along with the unusual plug for non-Par films, Schwalberg made a pitch "for creating optimism about the film business generally." He added: "Every exhibitor I've talked to is more optimistic than ever."

Comment from Leonard Goldenson. AB-PT prexy, in a letter to stockholders, was that the second quarter of this year brought a marked improvement in b.o. pix, as compared with releases of the same time last year.

As for the profits statements:

Universal had a consolidated net profit of \$1,346,632 for the six months ended May 2, up from \$1,-220,440 for the comparable 1952 period.

period.

Loew's had a net profit of \$1,-014,142 for the 12 weeks ended June 4. This compares with \$740,-817 in '52.

Rep's 1953 half-year profit jumped to \$437,150, against \$379,-550 for the first half of 1952.

AB-PT listed estimated consolidated earnings for the second quarter of '53 at \$818,000, including \$756,000 from operations and \$62,-000 in cap gains. For the comparable 1952 quarter, the net was \$1,459,000, including \$538,000 from operations and the balance in cap gains.

operations and the balance in cap gains.

Net for the first six months of 1953 was reported at \$6,550,000, including \$2,236,000 from operations and \$4,314,000 from cap gains. This compares with earnings for the first six months of 1952 of \$3,508.000, including \$2,343,000 from operations and the balance in cap gains.

UA Up 200% O'Seas

UA Up 200% O'Seas
London, July 21.
United Artists' foreign grossbusiness gained more than 200% in
the first six months of 1953, as
compared with the first half of
1952, distrib's inter-Continental
sales convention was told here yesterday (Mon.) by Arnold Picker,
v.p. in charge of foreign distribution.
UA board chairman Robert S,
Benjamin told the session that the

UA board chairman Robert S.
Benjamin told the session that the
company will have a continued supply of pix for all screens during
the industry's conversion to "new
era" techniques.

Max B. Youngstein, v.p., outlined
promotion campaigns set for up-

promotion campaigns set for up-coming releases in the worldwide

Inside Stuff—Pictures

The recent death of actress Maude Adams in Tannersville, N. Y., served to recall the experiments with color motion picture films and color photography which she conducted with illuminating engineers of the General Electric Co. at its Schenectady plant in the early 1920s, after Miss Adams had retired from the stage.

She had a laboratory, at 109 South Church St., in New York City, where secret tests were made of a color process. In recognition of her work, Union College awarded Miss Adams an honorary master of arts degree on June 13, 1921.

of arts degree on June 13, 1921.

She shunned publicity and refused to be photographed. GE did not reveal details of Miss Adams' laboratory efforts, but newspaper accounts in 1922 stated she had perfected a lighting system for motion pictures which eliminated the necessity for darkened auditoriums. At one point, Miss Adams consulted with George Eastman, president of the Eastman Kodak Co. in Rochester, and a recognized expert in motion pictures and lighting.

The color motion picture films phase arose from Miss Adams' interest in uplifting children. Miss Adams was quoted as explaining that her ambition to apply her colored film discovery to motion pictures for children was "to counteract the terrible things the young ones are forced to see in some photoplays today."

When Irving Berlin does a ballyhon pitch for one of his filmusicals—and a good p.a. he is, too, say pix company flacks—he tells the story of a rich career, and backs it up with an equally fertile medley. Howard Dietz and Arthur Schwardz are going it a shade better, perhaps, with their concurrent hit-the-trail on behalf of Metro's: "Bandwagon," because Dietz & Schwardz not only have a good medley, but the former also backs it up with some expert printer's ink. As pub-ad veepee of Metro. Dietz is versatile with words other than in the lyrical sense. He has done features for Look, and did a Cleveland-datclined piece for the Sunday (N. Y.) Timosk, and did a Cleveland-datclined piece for the Sunday (N. Y.) Timosk drama section on drumbeating a filmusical, backing it up with a general b.o. perspective on the current state of the national boxoffice. "Bandwagon" is keyed to Dietz & Schwartz's quarter-of-a-century celebration as a songsmithing team. They have done countless radio and TV guest-shots (Stork Club, etc.), besides barnstorming key city exhibs, press interviews and the like.

Nathan Saland, head of the Independent Releasing Corp., which recently acquired a block of old product turned out by the Leo Spitz-William Goetz International Pictures, is marketing the films via a limited partnership, tagged The Seven Picture Co. Listed as general-partners are Saland and Gus Harris. Setup includes seven limited partners who contributed a total of \$1,600. Largest investor is Hoffberg Syndicate, which receives a 25% profit share in return for its \$500 contribution. Others comprise David Blye, \$200, 10%, Myron Saland, \$200, 10%: Samuel I. Hoffberg & Co., \$100, 5%; Myron Saland Syndicate, \$200, 10%; Ronald Saland, \$200, 10%, and Diane Lawson, \$200, 10%. Among pix in the block are "Along Came Jones," "Casanova Brown," "Belle of the Yukon" and "Woman in the Window." Nathan Saland, incidentally, also heads Mercury Film Laboratories.

Hawaii, only a one-day plane ride from California, has become a favorite location ground for Hollywood producers. Checkup shows that in the six-month period between March and September, a total of more than 125 shooting days will have been spent by film troupes on the Islands. Three Columbia pictures, "From Here to Eternity," "Miss Sadie Thompson" and "The Caine Mutiny," have already been filmed there, in a total of 49 days. Currently on location there is the Schenck-Koch production, "Beachhead," slated for 31 days. Same company will start "Smoke Signal" next month. Other films slated to roll there before September are Republic's "Hell's Half Acre" and Oceanic Productions' "Noa-Noa."

Part of an overall effort to stimulate and maintain matinee attendance at the Cinerama show at the Warner Theatre, N. Y., the Lynn Farnol office is in the midst of an extensive Lowell Thomas Essay Contest for high school students in the metropolitan area of New York. Competition, which requires an essay of 500 words or less on the topic "The Story I Would Like to See In Cinerama," closes Sept. I and is expected to net Cinerama up to 50,000 letters and almost as many paying customers plus their families. Panel of judges is headed by Thomas himself. Contest has the endorsement of the N. Y. City Board of Education and offers scholarship prizes of up to \$1,000.

Samuel Goldwyn's talents are currently being devoted to putting over his 'Hans Christian Andersen' in the European market. Producer is personally supervising the pie's advertising, publicity and sales and so far has visited Britain, France, Italy, Germany and Austria as part of an overall strategy to make the Goldwyn personality help sell the film. Climax of his four-month European stay will come in early August when Goldwyn plans to visit Copenhagen, Oslo and Stockholm to attend "Andersen" preems there. Producer expects to wind up his "working vacation" and return to the U.S. in late August.

Radio station managers and disk jockeys, in addition to the public, Radio station managers and disk jockeys, in addition to the public are eligible for cash prizes in a campaign set by Metro for "The Band Wagon." M-G is sending albums from the pic to waxworks spielers in key cities. They play the tunes from the film and invite audience letters why "Wagon" looks like a good thing. Heaviest mail means lout for the radio house. means loot for the radio boys.

Paramount is saving time and money in the production of the Danny Kaye starrer, "Knock On Wood," through the use of a new "advanced staging" technique to facilitate set constructions. Rough miniatures of 88 separate sets were constructed weeks before the actual filming. From these miniatures, all camera angles were planned for the entire script. They call it "pre-planned" photography.

LONG RAINY SEASON UPS TOKYO FILM BIZ

Tokyo, July 21.

A protracted rainy season which has kept Tokyo drenched beyond the normal July 10 finish has brought a tremendous b.o. increase to the city's exhibs. On the other hand, it has meant about a \$30,000 loss to some 300 operators of bathing beaches in the resorts close to the city.

Every principal house in Tokyo SRO biz during the third week Every principal house in Tokyo did SRO biz during the third week of July with grosses, far ahead of usual. Top taker among roadshows was "Task Force" (WB), which did \$21,500 at the Togeki. Wide controversial discussion of the propriety of releasing the Pacific Warfilm hypoed the ticket sale. Other one-week grosses of roadshows were: "With A Song In My Heart" 120th), \$13,200; "Anchors Aweigh" (M-G), \$11,500; "The Emperor Waltz" (Par), \$9,600.
Even second-runs had a field day during the week with "Son of Paleface" (Par) luring 138,314 fans in out of the rain for a b.o. of \$31,000 at seven houses. Close behind were "Abbott And Costello Go To Mars" (U) with \$29,500 at eight, sites and "Crimson Pirate" (WB), with \$29,000 at nine locations.

Tax Problems

Continued from page 3

tinction. Figures serve the purpose of establishing the industry as a hardship case, with 5,000 the atres already closed and another 5,000 so in the red that the tax relief just covers their losses.

relief just covers their losses.

Additional argument presented and due for COMPO stressing is that the tax victory would put an end to the trend towards rising admission prices, which is seen continuing should the President velo the Mason bill. If, he approves it, and the admission tax dies, prices are seen holding at their current levels for a long white to come, with some of the larger circuits very likely reducing them.

ing them.

Industry's argument before the Senate—and COMPO feels it's the kind of dollars and cents reasoning that should also impress the white House—was that the Treasury would actually gain by dropping the 20% tax since it stands to get more out of a healthy industry than out of a failing one.

COMPO fideres argue that if the lax is retained, another 5,000 houses now completely in the red will shutter, causing an annual

nouses now compretely in the red, will shufter, causing an annual loss, of \$50,000,000 in admission taxes. The Treasury would the collect \$161,100,000 in admission and income taxes, with the admission levy amounting 10 \$150,000,000. 000.000

Revitalized Industry bands with the

On the other hand, with the 20% tax dropped, COMPO sees 1953 as a year when a revitalized industry could pour \$164.100,000 into the Treasury coffers, \$4,000,000 into the Treasury coffers, \$4,000,000 into the treasury coffers, \$4,000,000 more than it would get with the tax retained. The argument is that, lifting of the tax would put 1,000 theatres back into the business and would cancel all planned closings. The reasoning is that exhibs would come across with \$96,500,000 in income taxes, to be matched by \$68,000,000 from the producer-distribs.

The fidustry argues that the fax has already cost the U. S. Gov.

producer-distribs.

The fidustry argues that the tax has already cost the U. S. Government millions, with the Treasury's revenue from the industry in 1952 set at \$262,000,000 as against \$454,000,000 in 1946. Senators, were fold that the Mason-bill constituted the difference between bankruptcy and solvency.

Strong COMPO, pitch, which is seen, useful, too, in fighting taxes at the local level, was aimed at putting across the idea that the community and local businessmen have a close interest in the welfare of the theatres which bring the customers into town, It's estillation.

Some of 'Rouge' Profits To Aid in South Africa Production of 'Jungle'

Aroquetion of Jungle
Some of the profits made by an
American syndicate in partially financing "Moulin Rouge," one of
the top money pictures of the year,
will be invested in a South African
locationer whose cast is headed by
Dana Andrews, Jeanne Crain and
David Farrar. Tagged "Duel in
the Jungle," the venture is being
turned out by Moulin Productions
as a joint project with Associated
British Pictures Corp.
Head of Moulin Productions is

British Pictures Corp.

Head of Moulin Productions is David Stillman, of the New York law firm of Stillman & Stillman. Among others participating in the setup is Harold Mirisch, Alled Artists veepee. Both he and Stillman were niembers of the group which provided the dollar financing for the Romulus production of "Moulin Rouge."

of "Moulin Rouge,"
Distribution rights to the upcoming "Jungle" have not been
entirely set as yet, according to
Tony Owen, who is producing the
film for Moulin Productions. Prior
to planing for London Friday
night (24) in company with George
Marshall, who'll direct, he disclosed that ABPC will handle the
picture in Great Byflain. Four majors, he added, are interested in
distributing at in other sectors of
the world market. Warners, however; may have an inside track,
due to its 37½" interest in ABPC.
Owen, onetime agent and for-

due to its 37½% interest in ABPC.

Owen, onetime agent and formerly an executive assistant to Columbia Pictures prez Harry Cohn, said that plans call for the venture to go before the cameras on sites near Johannesburg and Pretoria on or about Sept. I. Budget will run around \$1,000,000, but part of this amount represents the equivalent a British pounds.

Whether "Iningle" will be lensed

alent in British pounds,
Whether "Jungle" will be lensed in 3-D and widescreen will be determined later. Owen observed, after discussions with Associated British officials. At present the indie firm has a committment with British Technicolor. But Marshall noted that if 3-D is decided upon, it will be necessary to shoot in Eastman color. Processing on this type tint, however, would be done by British Technicolor.

type tint, however, would be done by British Technicotor.

Owen estimated that about eight weeks would wind up South African location work on the film, which was screenplayed by Samuel Marx and Tommy Morrison from a German novel originally published. in 1942. Interiors are to be shot at ABPC's Elstree Studios near London and entire picture is ex-pected to be cult and scored by the end of the year.

Theatre-TV

= Continued from page 5 =

last week, Norris reportedly indi-cated that he would like to give Gillette the first turndown. The razor company, which shelled out \$300,000, sponsored via home TV the championship match between Marciano and Joe Walcott in which the other was flattened in the first the latter was flattened in the first

round.

Ned Irish, exec veepee of Madison Square Garden, who handles TV negotiations for the IBC, said the had been talking over the possibilities with the Gillette company, but no decision had yet been reached. He declined to indicate the IBC's asking price or what each of the biddirs had offered, rounting out that all talks werestill in the exploratory stage. Both TNT and Box Office Television in dicated, that they expected an an

Problem in 3-D Showing from these miniatures, all camera angles were planned for the entire script. They call it "pre-planned" photography.

Press reps apparently are romancing Audrey Hepburn. She's skedded the difference between between the one on the front cover of Life. Look, Time and This Week, all within the entire stituted the difference between between the one on the front cover of Life. Look, Time and This Week, all within the entire stream of the entire stre

AA Fence-Sits On 3-D: Ritchey

Allied Artists, which has committed itself to a "middle-of-the-road" policy in light of the industry's varied new technical developments, will draw "worldwide support" for making such a decision in the opinion of Monogram International prexy Norton V. Ritchey, Prior to planing to Europe today (Wed). Ritchey pointed out that "amid the frenzy and confusion of changeovers to new media, Allied Artists is very wisely straddling the fence. This is a position that can be maintained indefinitely, comfortably and profitably as long as both feet are placed as firmly on the ground."

Ritchey, who heads AA's foreign

the ground."

Rifchey, who heads AA's foreign distribution wing, added that the "only basic difference in forthcoming company output will be a constant stepping up. of "quality and star values. Keeping pace with the times, we will, of course, produce in CinemaScope and in 3-D, but there will be no lessening in the supply of topgrade, two-dimensional product, most of which will be in color."

in color."
In a one-week stay abroad, Ritchey will supervise special leade screenings of AA's 3-D film, "The Maze," at the Warner Leicester Sq. Theatre in London. Both AA distributors and franchise holders in Britain and the continent will attend. Topper will also make a brief visit to Germany before returning to the U.S.

Jarrico Sees 'Illegal Conspiracy' Vs. 'Salt'; To Sue Solons, Pixites

Hollywood, July 28.

Charging an "Illegal conspiracy" to keep him from completing his documentary, "Saft of the Earth," producer writer Paul Jarrico last week moved to institute a dainage suit, again a number of persons suit again a number of persons whom he accused of blocking the

Among those accused are Roy M. Among those accused are Roy M., Brewer, IATSE International rep and chairman of the AFL Film Council, Rep. Donald L. Jackson RR. (24.1) Howard Hughes and the RKO studio, and Pathe, Labora-lories which, according to Jarrico, refused to process the pic. Latter was lensed in Silver City. N.M., and has roused considerable contro

versy, Jackson, in a House speech, called the pie "a new weapon for Russia." Brewer, speaking for the Film Council, came out with a statement last week, expressing the hope that "all Hollywood organizanope that all Hollywood organiza-tions and responsations will cooper-ate with us in refusing aid in the completion of the film which is one of the most anti-American docu-mentaries ever attempted."

Jarrico charged that Brewer's and his associates' "illegal con-spiracy to suppress my picture", now has been made a matter of public record." Jarrico was dis-missed by flughes as a writer when he refused to answer questions be fore the House Un American Activ ities Committee.

Faulty Synch Seen Chief Problem in 3-D Showing

"I'M BUSTING MY BUTTONS: WITH PRIDE"

said the Ad Man,
just back from M-G-M's
Coast Studios where he
got an eyeful of wonderful
coming attractions filmed
in the exciting new media. You'll
hear plenty about them but listen
to him briefly here:



"MOGAMBO" (Technicolor)

I saw the greatest African adventure-romance of all time. It was filmed on safari in Technicolor and is even bigger than M-G-M's "King Solomon's Mines." The jungle tears the veneer of civilization from a society beauty and a night club doll who fight for the devil-may-care leader of an expedition into the untravelled wilderness of the Dark Continent. Clark Gable and Ava Gardner are sensational together! There's passion, conflict, danger of wild animals and savage natives, all topped by the unprecedented BATTLE OF THE GORILLAS! "MOGAMBO" means The Greatest!



"ALL THE BROTHERS WERE VALIANT"

(Technicolor)

I heard a Theatre Preview audience cheer the wide screen presentation of this famed action novel filmed in Technicolor in Jamaica, British West Indies. Brother against brother (Robert Taylor, Stewart Granger) for the arms of a beautiful girl (Ann Blyth) aboard a mutinous whaling ship. A strange honeymoon, a seething mutiny, a romantic tropical voyage, a spectacular encounter on a thrilling whale hunt, an adventuring rogue and a seductive island girl, the fight for the pearl fortune . . . it's all BIG and PACKED WITH TICKET - SELLING ENTERTAINMENT by the director and producer of "Ivanhoe."

"TAKE THE HIGH GROUND"

(Technicolor)

I attended the audience Preview of this glorious attraction on a big theatre screen. It was made by the producer of "Battleground" in the same tradition of high humor and thrilling group spirit. The audience loved every minute of the stirring saga of boys from over the entire nation who become the men who'll "Take the high ground and hold it" as their rousing song tells it. Richard Widmark and Karl Malden, as tough sergeants, give memorable performances and beautiful Elaine Stewart adds to her star build-up in a provocative role. The gags, the gripes, and the training routine of the typical foot-soldier kept the Preview audience in constant merriment.

"KISS ME KATE" (Ansco Color)

What an attraction I saw! Stars, romance, Cole Porter melodies, comedy. They combine to make this superb production of the stage hit of two continents the big musical news of coming months (Print by Technicolor). Kathryn Grayson, Howard Keel, those "Show Boat" sweethearts, are wonderful as the sparring stage couple who are brought together in a performance of "Taming of the Shrew." Ann Miller, gorgeous dancer of the show, is the new girl in Keel's life, but Kathryn gets her guy back finally after hilarious complications. A big cast of great dancing and singing talents delivers Cole Porter's most melodious score in thrilling style. Add this to the Hall of Fame of M-G-Musicals!

"FORT BRAVO" (Ansco Color)

I sat on the edge of my seat, just as a theatrefull of lucky patrons did who caught the sneak Preview on the exciting wide screen of this fast-paced spectacular outdoor drama! Fort Bravo is a stockade manned by Union soldiers that contains Southern rebel prisoners. Of constant danger to all are savage Apache Indians. To this outpost comes a Southern belle (Eleanor Parker) who dupes the handsome Captain Roper (William Holden) and escapes with several of the rebels including her Southern fiance (John Forsythe). The chase, filmed in Death Valley and the mountains of New Mexico, is gripping. The conflict of the love story, the savage attack by the Indians in an episode of memorable stature, the pictorial grandeur, the color make this an attraction to pack any house in the land.

(continued)

"THE ACTRESS"

I saw performances that will take their place in the Screen Hall of Fame. Spencer Tracy is superb as the father of a stage-struck daughter, played with pathos and laughter by Jean Simmons, whose Mother, played by Teresa Wright, is touching in her understanding of her family. It's got the wide audience appeal of "Father of the Bride" and like that famed success, has national penetration in advance, in this case because of the Broadway stage hit "Years Ago" on which it is based. The play told of the girlhood of actress Ruth Gordon, and its authenticity yields laughter, tears, courage, youthful dreams and romance and all the ingredients that send patrons out of the theatre eager to tell friends: "Don't miss 'The Actress.' It's a wonderful picture."

"TORCH SONG" (Technicolor)

I saw the new Joan Crawford picture, her very first in Technicolor. It will make the millions who thrilled to her performance in "Sudden Fear" say: "Joan has done it again." In "Torch Song" she plays the sultry musical comedy star, Jenny Stewart, who came up the hard way and treats everybody that way until a blind pianist, handsome war veteran Michael Wilding comes into her life. This picture bristles with tension and suspense. Its love story is truly great. Magnificent in Technicolor, beautifully gowned and jewelled, Joan has a rare opportunity to combine her powerful dramatic talents with the singing and dancing that first won her acclaim. The story moves from rehearsal halls, where a big musical is in production, to smart supper-clubs and swank apartments. It's deluxe in every detail . . . the tops in mass audience entertainment!

** "RHAPSODY" (Technicolor)

I saw a romance in big screen stature that is as inspiring as its setting — Paris, Zurich, The Riviera — and told against the love music of the world's immortals. It is fitting that Technicolor has been used to film its glories because Elizabeth Taylor has never been more alluring as the wealthy girl, whose selfish need of attention causes the man she loves to desert her and almost destroys another musical student who gives up his career for her. Handsome, exciting Vittorio Gassman, a new screen idol, and John Ericson, of the New York stage, are the two young men caught in the silken web of this seductress. Primarily a drama of conflict and passion, this superb attraction ranks with the great motion pictures that have been interwoven with the brilliant music of the masters.

"EASY TO LOVE" (Technicolor)

I saw an Esther Williams Technicolor musical in big screen grandeur to challenge "Million Dollar Mermaid" or any of her other great spectacular romantic attractions. Shapely Esther is the Aqua-Queen of Cyprus Gardens, Florida, beloved by all except her Boss (Van Johnson) who is too busy as a promoter. On a trip to New York she meets a famed night-club singer (Tony Martin) who gives her a White Way whirl and pursues her to Florida where her Boss finally realizes what he's been missing. Until you see for yourself you can't truly visualize the wonders of the four lavish water spectacles, one of them, for instance, showing Esther Williams leading 100 top American skijumpers towed by eight speedboats. After jumping over 12-foot ramps, she is lifted by helicopter 75 feet high to dive from a trapeze into the center of the 100 skiers. It's breathtaking! "Easy To Love" is easily the industry's next Musical Sensation!

AND MORE!

I saw completed footage of other great M-G-M attractions destined to make boxoffice headlines. For instance: Cinemascope scenes of "Knights of the Round Table" now being filmed in Technicolor in the locale of the story abroad. This masterpiece of the days when knighthood was in flower stars Robert Taylor, Ava Gardner, Mel Ferrer and many more. I saw hilarious sequences of the coming Lucille Ball-Desi Arnaz Technicolor comedy riot "The Long, Long Trailer" and it's everything you dreamed from this nationally beloved pair I saw parts of a remarkable production filmed in Technicolor in French Morocco called "Saadia" starring Cornel Wilde, Mel Ferrer and the new beauty Rita Gam. It is rich with the intrigue, the dancing girls, the crack riders, the mystic excitement of that romantic setting YOU BET I'M BUSTING MY BUTTONS WITH PRIDE . . . AND YOU'LL BUST YOUR RECORDS!



And when I got back, I heard the great "BAND WAGON" news! A sensation in its Washington, D. C. opening, the first date out-of-town to play simultaneously with its record-breaking Music Hall run!

Prison Hamlet

Continued from page 2

I think I'd rather beg than bor-row, and I'd rather steal than beg, but I'd rather earn an honest pence first and foremost. I needed help. And I didn't know the British man-And I didn't know the bright in the street, so I first tried his representative, the highest authority of the land, the Queen herself.

I petitioned Her Majesty for the simple right to work and to move about freely in the country, certain-ly nothing extraordinary about either request.

Economic Sanctuary

When my money actually ran out, Feven walked inside the palace enclosure, since on the street not only was I illegal as far as my papers were concerned, but I was also literally a vagrant. One might say I asked for economic sanctuary from the throne. (In the olden days, the right of royalty to grant concerned from presention was indays, the right of royalty to grant sanctuary from persecution was included in the Magna Carta and even now the monarchy, in theory at least, can grant mercy to justified requests. But again, I am a stateless person and though in England, strictly speaking, not of England. My petition was referred from the Privy Council back to the lume. Secretary. Home Secretary,

In the meantime, I was picked up and charged with vagrancy, though I was careful to explain the entire situation to the police authorities. According to law, I should have been charged with not having valid papers; but because I myself had made no attempt to I myself had inade no attempt to hide the fact but on the contrary exposed it within the narrow limits of my means, the police were not prepared to jail me for a charge which upon my release would still face me. This, incidentally, is not an unusual position for a stateless person, of which there are millions, to find himself in. Lacking proper identification and no political representation, he is completely at the mercy of the governmental apparatus which, because of his total lack of political governmental apparatus which, be-cause of his total lack of political power, treats him with indifference often involving callous persecu-tion. The stateless person is the literal orphan of the world.

The government, realizing this lack of political representation, which within the limits of any democratic country can spell danger. If exposed, sought to effect my departure by every means but the lace of the control of the contro my departure by every means be physical coercion. I refused to be coerced, however, and thus it was that a deportation order was it saued by the Home Secretary despite my most strenuous protests.

Hamlet in Brixton

To bring this situation into proper perspective, I remind you that if "Stalag 17" had been a hit in London I would now be playing Harry Shapiro in the West End instead of Hamlet in Brixton Prison

Brixton

Bri

Signification for the union and stockholders last year, down present for about nine weeks. The time bigh of \$23,000,000 to the union the U.S. Government if the really is true that I am in fact stateless. I have already written to the U.S. Embassy here that I must refuse to be deported to the U.S., since that would be honoring a charge which is essentially unions. I am no menace to the public good, which is the given reason for good, which is the given reason for deportation

reinstatement of my citizenship, on \$2,699

and hope to get an employer sooner or later, but I am always sponsibility. Both times he reagainst such ideas. If circumstances force me outside the law, I want the law to be the first to know it. Then whatever happens my conscience is clear.

I think I'd rather beg than borrow, and I'd rather steal than beg.

And so on June 10 I found it necessary to give up this alien status—which meant my residency in the States—so that eventually I could be reinstated under mutually favorable conditions.

I must say in all truth that even though I consider myself an American in most respects, perhaps I don't deserve to be a citizen yet,

That's my story to date. What does it mean? Is it a tempest in a teapot? Well, to me it's very real, since cutting off a man's freedom and right to work are like depriving him of his life.

Let me emphasize that, contrary to all reports, I have never once attempted to proselytize world citizenship. Not only am I aware that there are extremely few real that there are extremely few real world citizens on our planet today, in which group I cannot claim to be, but also the evolution of world citizenship is a slow process and not to be hurried by headlines or newspaper stories. I do know, however, and very much so, that at present I am a stateless person, and if the stateless position today needs exposure, as indeed I believe it does, then with what means are at my disposal, I shall attempt such. such.

And how close to America's own destiny is the plight today of the world's stateless people, the very citizenry of that country founded ancestrally in finding a new home for those oppressed in their own countries, based on freedom and

The application of that principle must today find a response in the American people as such to be recognized universally.

ognized universally.

The stateless people of the world can only claim the entire world as their home, as indeed it literally is, and in choosing freely and democratically their representatives, they thereby call into being or at least expose the need for authority and law on a world level, where now there is only miserable anarchy and war preparation.

Garry Davis.

Exhibs Yield

Continued from page 5

tures paid out \$715,000,000 in wages, salaries and supplements thereto. Showing declining earnings, the various film industry firms paid only \$43,000,000 in taxes last year, well down from the \$66,000,000 of 1949.

A significant figure shows corporate incomes down to \$79,000, 000 last year before taxes, a sharp decline from the \$145,000,000 of

Broadcasting rates as the best paying of the amusement businesses. Its 65,000 employees in 1952 earned an average of \$5,559 for a new high. The 237,000 persons employed in all branches of motion pictures were paid an average of \$3,196. In the miscellaneous amusements, 284,000 full and part-time employees averaged ported into any countries where \$2,699. Construct Setup sous employed in all branches of motion pictures were paid an average of \$8.196. In the miscel-during the past 212 years I asked laneous amusements, 284,000 full reinstatement of my climary in an apart-time employees approach.

Fate's Raw Deal?

Fate's Raw Deal?

London, July 28.

The attack on British drama critics made by Martin & Lewis in interviews on their return to New York last week, which received considerable publicity in the London press, prompted an editorial in the Daily Herald, official organ of the Labor party.

"Martin & Lewis, American comedians," editorial says, "resent the reception given by the critics when they appeared at the London Palladium, and say they'll never come here again, The truth is that the boys had a raw deal from Fate. Coming so soon after Cohn & Schine, McCarthy's Master Mirth-Makers, any other American comic act was bound to be an anticlimax."

Other U.S. Acts

Continued from page 1 cluded the line "All they reviewed was how much money we made." The feeling is that this crack will bring to the individual Briton's attention the large amount of dollars going out of the country via American acts, which will inevitably be compared with the considerably smaller salaries carned by British acts.

ably smaller salaries carned by British acts.
Of course, the talent agencies hope that this hostile wave will be outridden. For one thing, the agencies take the view that British agencies take the view that British variety has been saved by the top American headliners, and should there be any diminution of top American acts into the Palladium and other houses, the now-flourishing British variety field will have to pull in its collective belt. It's no secret that the top Palladium grosses are reached with U. S. headliners. As a matter of fact, Martin & Lewis broke the Palladium record, despite critical blasts. dium record, despite critical blasts. Val Parnell, Palladium's managing director, expanded the amount of standing room that could be sold, so that the comics could top the previous mark, made by Johnnie Ray.

L'affaire Martin & Lewis came as a result of four drunks in back of the house yelling "Rubbish, go home," during the comedians opening show. British newspapermen expanded the incident in their men expanded the incident in their accounts of the heckling. To many it seemed like a manifestation of anti-American feeling within Great Britain.

The talent agencies feel that

Martin did the American variety performer a great deal of harm in his N. Y. followup blast, and also hurt the British actor. Consensus of opinion is that if Martin hadn't put in his kick, the incident would have blown over without any repercussions.

Gunzburg

Continued from page 3 =

Continued from page 3 no hurry to make a decision, since the market is glutted with spees of various makes.

For one, Gunzburg still is to deliver the 23,000,000 pairs, with RKO alone committed to take 20,000,000. For another, several distribs have a surplus of glasses on their hands on which they plunked down a 1c advance payment. Polaroid figures it makes no sense to start selling direct to exhibs, since this might result in the distribs getting stuck with their glasses.

distribs getting stuck with their glasses.

Current, puzzler is Gunzburg's announcement that he intends to continue taking orders for Polaroid glasses. Any spees he gets will cost him 10e, which is the same price he'll get from the theatres. There is speculation that, being in the 3-D equipment biz, he may want to continue his contacts.

Apart from his viewer bönanza, Gunzburg also shares in the gross of various 3-D pix via a 5'a cut off the top. He further ownged a substantial piece of "Bwana Devil," the first 3-Der, with Arch Oboler who produced. Pie should run up a \$4 000.000 to \$5.000.000 gross worldwide in its United Artists release. Gunzburg's Natural-Vision outfit is bankrolling the production of several stereopix.

Meanwhile, Polaroid is helpless to do anything about the largescale production of polaroid viewers in

SCULLY'S SCRAPBOOK

Spookane, Wash,

Though Par's version of "Houdini," starring Tony Curtis and Janet eigh, covered a vast amount of the great magician's life, it scarcely buched his great work in debunking conscious frauds as practiced by touched his great work in debunking conscious mediums making claims to supernatural powers

Houdini insisted that manifestations of spiritualists and others on the gauzy fringe of the sciences, arts and mysteries of life, were no mysteries. They were mercly tricks which he could perform after arduous practice.

However, it does seem that he gave too little credit to how much power his own mind had over matter. Where one begins and the other ends is by no means settled even yet.

owner ends is by no means settled even yet.

For instance, Houdini had very little knowledge of or patience with telepathy or clairvoyance, but he was not unaware of muscle-reading and he certainly realized by contracting certain muscles one could slip out of handcuffs and straightjackets. This required, additionally, very intense mental concentration. That others might be able to slip out of psychic straightjackets by tricks of the mind never gained his sympathy.

A Give Named 186. A Guy Named Joe

Joseph F. Rinn, who was a member of British and American psychical societies and president of the Brooklyn Philosophical Assn., was Houdini's right-hand man when the great magician cruised among the spiritualists. In fact, Rinn became a member of the Society of Magicians when Houdini was president. That was in the days when the pros met at Martinka's Magic Shop on Sixth Ave. near 30th St., N. Y.

Rinn, who made a fortune out of importing fruits from the banana republics, kept at exposing these psychic phonies for 60 years—long after Houdini died in 1926. Rinn himself didn't die until last year.

Together they saw everything from Herrmann and his dancing tables, ringing bells and rattling tambourines, to the clairvoyant messages of Mrs. Le Roi Goddard Crandon (Marjory, the medium, to you).

Sages of Mrs. Le Roi Goddard Crandon (Marjory, the medium, to you, They were great scholars of spookery. Rinn researched back to the first meetings of spiritualist societies in the 1840s. Rinn himself knew such spook addicts as Horace Greeley, William James, James Fenimore Cooper, Lulu Hurst (the Georgia Magnet); Washington Irving Bishop, master of the muscle readers; Sir Henry Onique, Katie and Maggie Fox, Minnle Williams and Little Bright Eyes, Barnum and his Museum of Spirit Mediums, Swami Vivakananda and the Gobi Desert occulists.

of Spirit Mediums, Swami Vivakananda and the Gobi Desert occultists.

He was a friend of James Creelman, who exposed the frauds in the New York Herald, and was familiar with Joseph Jastrow's findings, the trick reading of banknote numbers while blindfolded, the operation of typewriters by spirits, Tommy Minnock the painless marvel, Nellie Bly (and a brother she never had), mediums who suffered lapses of memories, John Keely and his perpetual motion machine (that finally ran down), the mynah bird that talked like a man, the conning of Professor Hyslop, the telepathy of Blackburn & Smith, the duping of Sir Oliver Lodge, the bewilderment of Dr. Hereward Carrington, Dr. Munsterberg of Harvard and Dr. Walter Prince, Harry Kellar and his fooling the Seypert commission, the pathetic case of Sir Arthur Conan Doyle, the exposure of ectoplasm as animal lung tissue, the battle between Joseph Dunninger and Don Slater—everything, in fact, including the exposure of the Indian rope trick and, what is even harder to understand, the East Indian fire-walkers.

Most people who remember Houdini's campaign and may have seen

Most people who remember Houdin's campaign and may have seen some of his performances, will remember his exposing Marjory's phenomena as strictly stage routines, not a matter of thought-transference, telepathy, clairvoyance or any other inexplicable extra-sensory feat. Her stock rose when Mrs. Henry Sedgwick submitted 259 successful experiments in thought-transference, which presumably were carried on between Prof. Gilbert Murray of Oxford and the Earl of Balfour.

Swooping Down On Swope

Houdini, who was always willing to rush in where mediums feared to tread, said he could fool a committee of the smartest New Yorkers by duplicating Professor Murray's feats in England, or Marjory's in

Boston.

Herbert Swope grabbed the chance to build up the N. Y. World's circulation and blow down Houdini at the same time. He got together Ralph Pulitzer, then publisher of the World; Bernie Baruch, the park bench economist; Dr. Edward J. Kempf, a specialist in the then new field of psychiatry; Arthur Train, former prosecuting attorney and by 1925 an outstanding writer of fiction; Walter Lippmann, chief editorial writer of the World at that time, and some dames, notably Mrs. Swope, Mrs. Gordon Abbott, Mrs. Roderick Tower and Mrs. Houdining Hardeen was there too. He was Houdining brother.

Houdinity Hardeen was there too. He was Houdinits proiner.

Houdini was taken up three flights of stairs and placed inside a room. The door was guarded. The committee downstairs huddled in a corner near a window and mentioned certain things in a low tone. They were at liberty to select any subject. They wrote their thoughts down and the paper never left their hands. No carbon paper was used. Houdini was called back downstairs.

He was cornect in his first two tests as to what they had been talking

used. Houdini was called back downstairs.

He was correct in his first two tests as to what they had been talking about. The first one involved Buffalo Bill's statue in Wyoming and who was the sculptor. This was suggested by Dr. Kemp, the psychiatrist. Houdini said he visualized a great herd of black oxen. They seemed to be stampeding. He saw a man who seemed hungry. "This man is supplying them with food. He has long hair and piercing eyes. You are not thinking of the man but of a monument. It is Buffalo Bill. You are thinking of his monument in Wyoming and the sculptor—is that right?"

that right?"

Poor Kemp nearly went into a trance himself,
The next test involved Shakespeare's home, and Houdini finally hit
pon a theatrical family identified with Shakespeare. He tried John
arrymore, but it turned out they were talking of Zuloaga's portrait.

Restringers's wife. of Barrymore's wife.

Before Shipwreck Kelly

Pulitzer and Lippmann then stripped Houdini stark naked in a room and placed him in a box which they thought they had thoroughly examined. Pulitzer insisted on the box being taken off the floor and placed on top of a bench. The men were around the box, leaving Houdini in there with nothing but his thoughts. That's what they thought.

When they let him out and wrapped a blanket around him, he said he visualized a huge body that heaved and swayed. "I see a lot of

he visualized a huge body that heaved and swayed. "I see a lot of shipwrecks."

He was right again. They had been thinking of "Don't Give Up The Ship:"

Before the first test, Mrs. Houdini was asked to leave the room, which she did. The committee whispered what they wanted answered and Hardeen repeated the question, just above a whisper, but loud enough to carry the voice by an invisible nike to the "bugged" wall and a midget receiver Houdini had concealed upstairs. It wasn't long after this that Marjory's feats were exposed. A group of Harvard scientists gave her an easy out, advancing the theory that the trickery was unconscious and involved hypnosis.

Aird if Houdini isn't royal enough for this Elizabethan age, how bout Mime. Alice Diss Debat, who claimed she was a daughter of the King of Bavaria and Lola Montez? A film of that dame's trial and anmasking before three judges in general sessions in New York in 1888 would lure TV addicts away from even "Dragnet."

"Taut, well-made spy thriller! -Variety A maximum of suspense! "An honest-to-goodness entersuspenseful! Thrills and laughs tainment! Plenty of action ... -Showmen's T. R. Thrills! Rapid pace ... exciting Good b.o.!" - Exhibitor -M. P. Daily "Packing a punch for suspense ombined!" chase climax!"

"Well-knit suspense film! Taut!"

— M. P. Herald

"Exciting . . suspenseful!"

- Hollywood Reporter

Regnest Story pour

Screengly by ERIC AMBLER PROJECT BY RAYMOND STROSS

Directed by ROBERT PARRISH

THE ACTION-SUSPENSE THRILLER OF THE YEAR

Clips From Film Row

Columbia publicity staffer Sheldon Roskin called up for Army service; reports to Camp Kilmer, N.J., Aug. 13.

MEMPHIS

MEMPHIS

Jack Lusting, Memphis theatre exer, moves up to branch manager of National Screen Service here, while Al Rotchild, former head of the local office, transfers to the N. Y. office.

Buster Hammond, formerly with the Eagle Lion branch office here, left the biz to open his own grocery store.

left the biz to open his own gro-cery store.
Paul Zarrilla and his associates have given their three Negro-houses, the New Dalsy, Palace and Old Daisy, on Beale Street, a com-plete facelifting.
Memphis' widest wide screen in-stalled in Plaza theatre, habe house, by owner Gus Clanciolo-Screen incasures 40 x 20½ feet. Etton Holland of Malco chain to West Memphis Ark, as skipper of

Mest Memphis, Ark., as skipper of nabe Crittenden there. Jack Bundy now managing Crosstown Theatre, Malco nabe

Crosstown Theatre, many house.
Tommy Baldridge, RKO salesman, now on mend after a 15-month hip allment.
Elliott Johnson, former manager of downtown Malco Theatre, now running his own display firm here.

BOSTON

BOSTON

Stanley Eilenberg, son of the late Abner, elected clerk of Middlesex Amus. Co. a post held for many years by his father. Buying and booking, formerly handled by the elder Eilenberg, will be conducted by Winthrop Knox, Jr., and Lloyd B. Clark, directors of circuit.

Frank Lydon, Nathan Yamins and Ray Feeley, rejoin the New England group, headed by Samuel Pinanski, now in Washington, to put finishing touches on tax-elimination bill being prepared for presentation to Scnate.

nation bill being prepared for pre-sentation to Senate.

Variety Club of New England sent a sizeable contribution to the Jimmy Fund in memory of late ex-Governor and Secretary of Labor Maurice L. Tobin. The former governor an honorary member of the Variety Club, had been a tire-less worker during club's annual "Jimmy Fund" drives.

REGINA, SASK.

REGINA, SASK.

Plans to build a 1.000-seat theatre in downtown Regina announced
by the Broadway Theatre Co.,
headed by H. A. Bercovich, pioneer Regina theatreman and operator of the Broadway Theatre,
Construction expected to start
next spring.

D. J. Burke, operator of a drivein theatre at Swift Current, Sask,
started construction on a 500-seat
theatre in Swift Current, with
completion planned in early Noyember.

First drive in at Humbold

meare in swift Current, withcompletion planned in early Noyember.

First drive-in at Humboldt,
Sask., opened by Steve and R. H.
Besenski, Ozoner accommodates
500 cars and has indoor seating
for pedestrians.

New drive-ins at Melville, Sask.,
are the Western and the Star Dust.
Western was opened by Vogue Theatres, Ltd., headed by Jack Zaitzow, while Star Dust is operated by
Hugh Vassos, Melville, and Harry,
Muzyka, Ituna, Sask.

Built to accommodate 1,100
autos, the Sky Vue drive-in at
Edmonton is the biggest coner in
Canada. Theatre was built by
syndicate of biz nien affiliated with
three other drive-ins in Alberta,
Ben Gallay, Edmonton, and Alex
Maerov, Calgary, are co-managers
of ozoner which was opened recently.

Work starts this year on a \$300,-

cently.

Work starts this year on a \$300,
000 (win-unit ozoner near Edmonton to be built by Western Drive-InTheatres, Ltd., Edmonton, headed
by Maryin Dutton.

interest in another house there, the NuLuna, which has been operated by Mrs. Harry Stahl since the death of her husband. Muller, who took over management of the NuLuna, formerly was a partner of Stahl's.

George-Tice, Jr., son of Allied Artists salesman, lost the vision in his right eye as result of accident when sliver of steel became embedded in his eyeball while he was repairing his car. Young Tice manages his father's Park Theatre, Homestead Park.

Liberty Theatre building in Nanty Glo put up for sale by its owner, Joseph Delisi, of Ehensburg. Delisi specified use other than as a film house.

The Super 422, new 450-car ozoner on East Pike near Indiana, propened by Indiana Drive-In Theatres Corp., of which A. Fred Serrao, is an officer. In exhibition in New Kensington, Serrao for at least first month will be to general manager.

for at least first month will be general manager. Leon Lingenfelter, manager of the Manos, Hollidaysburg, prior, to its closing, took job managing the Blair there for owner Jake Silver-

LOS ANGELES

William Pizor, newly elected veepee in charge of foreign sales of Filmakers Releasing Organizasetting up a campaign for ise of "The Bigamist," "Egypt Three" and "Monte Carlo release of

Baby."

Alfred Crown foreign mariager for RKO, assigned Melvin Edelstein to be manager in Columbia, succeeding Hugo. Stramer, recently transferred to Argentina.

succeeding Hugo Stramer, recently transferred to Argentina.

MacDonald Pictures acquired U. S. distribution rights to "So Liftle Time," made in England with Marius Gozing and Maria

with Marius Goring and Maria Schell starring.
Distribution rights for 11 west-ern states acquired by Manhattan Films International on the British film, "The Brave Don't Cry."

MINNEAPOLIS

MINNEAPOLIS

More new ozoners sprouting throughout territory, latest ones being at Grand Rapids, Minn: Salem, S. D., and Bowman, N. D. WB sales realignment brings district manager Art Anderson, former branch manager here, back to Minneapolis from Chicago where he has been headquartering.

Minnesota Federal amusement tax collections, derived largely from film theatres, continuing recent years downward trend, dropped sharply in fiscal year, ended last June 30, totalling \$5,673,000 compared with \$6,107,000 for previous 12-month period.

North Dakota exhibitors being hurt by current 21% farm income decline and continuing sagging agricultural prices which lessen entertainment purchasing power.

One St. Paul nabe-theatre playing two Spanish films a week and doing profitable business.

ALBANY

Carrie Rogers, manager's secretary at Warner branch, feted by colleagues on 30th anni with WB and its predecessor. First National.
Mitton Levin, WB head booker and office manager, back at desk following recovery from heart attack suffered a month ago.
Wives and children of exhibitors as well as press, radio and TV people were included in invitation? Paramount manager Dan Houliban sent out for previews of "Scared Stiff," Little Boy Lost" and "Roman Holiday" at the Delaware Monday '27).

ST. LOUIS

offered by the Komm Circuit in moniker contest being conducted for new ozoner under construction near Granite City, Ill.

VARIETY

near Grante City, Ill.

Paul E. Woods is manager of the new drive-in near Farina, Ill., lighted last week. It is owned by Kellums, McNelly and Woods, Louisville, Ill.

Louisville, Ill.

A department store purchased the Capitol, one of few remaining small houses in downtown St. Louis, and probably will raze house to enlarge an existing parking lot. Spot was dark since last February.

Spot was dark since last February. Fred Joseph, counsel for the MPTOA of Eastern Missouri and Southern Illinois, represented the organization at hearings of House Ways and Means Committee in Washington where Mason bill was favorably reported.

CHICAGO

"House of Wax" now has played 66 theatres in this area, exhaust-ing all Chi houses equipped for 3-D.

Mike Beck planed in from New York to plug world preem of "Re-turn to Paradise," current at State-Lake,

State-Lake,
Hegewisch Theatre, Hegewisch,
Ill., reopened over weekend by
Ted Tokarz.
Lyle L. Leek, former manager
with Great States circuit, reopening Oenida Theatre, Oenida, Ill.
Cinerama Week proclaimed here
by Mayor Martin Kennelly to coincide with midwest preem of
"This Is Cinerama," opening the
Palace today (Wed.).
UA's Harry Goldman out of hos-

Palace today (Wed.);

UA's Harry Goldman out of hospital and recuperating at home; no surgery necessary.

Sidney Tague filed \$600,000 antitrust suit against four major distributors and B&K and H&E Balaban circuits for damages from 1942 to 1952. Tague, who operates Bryn Mawr Theatre, is represented by attorney Harry Fins.

Swedish "One Summer of Hap-piness" booked by Alliance Thea-tres for all its drive-ins in Illinois and Indiana.

DALLAS

William C. Hames named to re-place T. E. Laird, United Artists branch manager who resigned here; Hames is from Indianapolis.

branch manager who resigned here; Hames is from Indianapolis.

R. D. Yowell, formerly with the J. G. Long Theatres, joined UA staff as a booker.

Fred McHam named manager of the State at Denison, succeeding Harry Gaines who took over duties as skipper of the Majestic, Abilene. McHam was previously manager of the Arcadia in Tyler.

W. E. Guest sold the Palace and Mustang Drive-In at Grapevine, to John Jennings.

Joe Love took over management of the Azleca, Palace, Ritz and Texas Theatres, and the Starlite and Trait Drive-Ins at Snyder. He recently sold the houses and concres there to Fife & Nichols and purchased the Garland Theatre here.

Rubin Frels Theatre Circuit purchased the Venus Theatre at Victoria from Peter Stollis.

OMAHA

OMAHA

Robert Morton, manager of Drive-In and Fremont Theatres at Fremont, Neb., since 1947, left to take over Central States Corphouse at Albia, Ia. He was replaced by S. N. Fangman.

Mrs. William Lynn, Jr., of Kearney, named chairman of state's Films and Arts Society membership committee.

RKO's local office asked district court to lower valuations set by county board of equalization from \$26,000 on personal property to \$18,470.

Latest Nebraska houses to bow with 3-D are Sun Theatre, Holdrege; Civic Theatre, Hay Springs, and Rivoli in Seward.

Charles Thoene did top biz with "Quiet Man" at his Lyons, Neb., Theatre.

city to install new CinemaScope Screen at Orpheum. "Lili" in 10th week at Guild.

DETROIT

Harold Brown, United Detroit Theatres prexy, named veepee of North Ohio Theatres. Gil Green, former manager of UDT's flagship, the Michigan here, may supervise the north Ohio properties which are to be managed by Brown from his Detroit office. Brown succeeds Selig Seligman, of Cincinnati, who goes to the west coast division of American Broadcasting-Paramount Theatres as a writer.

TOLEDO

Peru, Ind., which has no drive-ins, soon will have two ozoners. Alliance Theatres, Inc., is building 750-car drive-in near that city while Blue Star Theatre, Inc., is constructing a 500-auto ozoner

750-car drive-in near that city while Blue Star Theatre, Inc., is constructing a 500-auto ozoner south of there.

Charles Sugarman and Lee Hofneimer opened their new Waverly, O, drive-in. They also run the North Hi ozoner and several indoor theatres in Columbus.

The Allen in Akron, which has been closed since May of 1950, will be reopened Aug. 1 as a second-run house. New operators will be Mrs. Elizabeth Romweber and her two sons; she has been in the film business more than 35 years.

The former Sandusky Opera House, Sandusky, O,, built in 1877, which recently has shown films, sold to Akron real estate interests, will be razed for a parking lot. Sandusky to George B. Nobil and Charles Swartz of Akron.

Tax Exemption Continued from page 5

for J. Arthur Rank on April 15, one day after the cutoff date.

Alan Ladd gets exemptions on two films he made since he went abfoad in 1952, but the picture he is currently making in Canada will be Ladd's labor lost.

\$20,000 Ceiling

Washington, July 28.
Senate Finance Committee yesterday (Mon.) approved an amended version of the Housepassed legislation barring actors and others from avoiding U.S. income taxes on foreign earnings by remaining overseas for 17 of any 18 consenting works.

come taxes on foreign earnings by remaining overseas for 17 of any 18 consecutive months.

Senate committee version places a \$20,000 ceiling on the amount of earnings exempted from income tax by 17 months' foreign residence. The House bill sets no exemption. Senate committee bill has an effective date of Jan 1, 1953. In the House bill the cutoff date is April 14, 1953.

Meantime, officials of the Treasury Dept. and Ways and Means Committee eliminated confusion over a section of the House bill. They explained that the April 14 date applies to earnings and not to residence. Thus, income tax must be paid on all money earned after the cutoff date, no matter how long the Hollywooder resides abroad.

On the other hand an actor need On the other hand, an actor need

to April 14, even though he has not completed 17 months residence not completed 17 months residence by that date. To make the money tax free, he is permitted to con-tinue foreign residence for as long as necessary after April 14. Same rule applies to any other cutoff date which may be adopted

finally.

Statistics

Continued from page 5 =

work starts this year on a \$300000 twin-unit ozoner near Edmonton to be shull by Western Drive-In
Theatrees Lid. Edmonton headed
by Mervin Dutton.

PITTSBURGH

Bert Stearn, head-of Cooperative Theatrees, and Jimmy Name,
west View and drive-in owner,
signed pacts for life story of Cornie Mack, baseball veteran. A
company is being organized to produce the pie independently.

David Faunce named publicity
death of pieces are named or for the didtion of a concrete block building.
The drove the pie independently.

David Faunce named publicity
the front of which will consist of
the faunce named publicity
the front of which will consist of
the founce of the word of the did
the conner near Camango, Ill.
The story of Corperator.

Strainly Warner circuit moved
Like Erich who managed the deLive Erich to the Ambridge Theatre,
John Muller, of Gable Theatre,
John Muller, of Gable Theatre,
John Muller, of Gable Theatre,

Str. LOUIS

Carter Smalley, Van Buren,
Charles Thoene did top biz with
Charles Thoene did top biz

Paris-Madrid

Continued from page 2 = flackery, with accent on Francoclients.

Hedda Hopper got so excited at her first bullfight, she threw her Jacques Fath skimmer into the bullring.

Pros and cons on bullfighting, especially because of the American repugnance to the sport, has done one thing—a flock of the kiddies put in orders anew for Hemingway's "Death In The Afternoon," Tom Lea's "The Brave Bulls" and Barnaby Conrad's "Matador," latter heralded as particularly good. Original 1949 Little, Brown publication (14 editions, including a Book Find Club selection) is now a 25c Pocket Book, and Dell is bringing out "Matador" this week. Hemingway's 1932 book is still obtainable only in its original \$6 edition. Houghton Mifflin published "Matador" at \$2.75, Conrad, incidentally, has another in the same idiom, "La Fiesta Brava," due this fall.

Gabriel Soria, RCA's partner in Spain has a sported of the state of the same in the same state of the same s Pros and cons on bullfighting.

Brava," due this fall.

Gabriel Soria, RCA's partner in Spain, has a special "Frank M. Folsom Bookshelf" (so labeled) in his impressive penthouse in Madrid's "Embassy district" (near the Castellana Hilton), so tagged because of the many American publications the RCA prez has sent Soria.

Click of John Huston's "Moulin Rouge" has put that Montmartre (Paris) nitery into renewed spotlight. It's now a sprawling vaudery, in the Latin Quarter (N. Y.) idiom, with dancing from tables (\$9 for champagne), following a 90c admission charge. "MR" (the film) is slated for French preem shortly, and the anticipated press opposition because of the freedom made with the Toulouse-Lautrec story, is highly discounted. Incidentally, the director's flacks made an unwise cocktailery hookup with Pernod Fils & Co., meaning that that only was served at the Huston party.

Herman Delman, the N. Y. shoe-man, w.k. in show biz as a member of The Skeeters, set up Delman-Dior shoe salon adjoining the Dior shoe salon adjoining the Christian Dior atelier at Rue Fran-

Tex McCrary sez he's going into politics, eventually, for keeps—he'll leave show biz to his actress-wife, Jinx Falkenburg.

Jinx Falkenburg.

RCA's local partner, Gabriel Soria, (1) got his import license for equipment (no easy chore here), and (2) is "pleased" that he may lose a \$500-a-day friendly forfeiture to the contractors of the new RCA plant here, because they'll beat the Sept. 15 deadline. Deal is for either side to "lose" \$500 a day for each day ahead or behind on construction. Incidentally, the new RCA factory (recording, pressing, executive, etc.) is situated on the new Avenue of the Americas, an appropriate enough coincidence, and is on a beeline right down the same road from Soria's home in the "Embassy" part of the capital, i.e. where the foreign diplomats have their head-quarters and private residences.

Exhibs Differ

= Continued from page 4 ==

on their ledgers and that there is no question of parting with any of it. Same holds true for many of the subsequents in the circuit operations. Even some of the larger houses are taking the position that their prices never caught up with sharply rising operational costs and that the tax repeal would serve to settle that inequity.

No Price Cut Seen In Minneapolis

Minneapolis, July 28.
Both Harry B. French, Minnesota Amusement Co. (United Para-

sota Amusement Co. (United Paramount Theatres circuit president, and Bennie Berger, chain owner and North Central Allied president, have expressed belief that amusement tax repeal will not mean a reduction in theatre prices.

French pointed out that the tax repeal bill was presented originally to give the theatres financial relief. The 20% which they'd gain will take them out of the red, he said. Berger thought the majority of theatreowners are barely getting by or operating at a loss now. He called attention to the fact that in Minneapoils and St. Paul alone in Minneapolis and St. Paul alone there have been 18 and 12 theatres, respectively, which have closed during the past four years.

'Moon' Cab Scene Cut

rest of the U. S."

Chief Brown admitted that 'Moon' is the first film he has seen in two months. He couldn't remember the last play he had seen. When asked about his eduseen. When asked about his edu-cational qualifications as the one-man censor he said "That's per-sonal, it's none of your business." City personnel files revealed that he has completed eight years of elementary school.

Gets Minn. Greenlight Despite Critics' Blast

Minneapolis, July 28.

After witnessing a private screening of "The Moon Is Blue" here, Mayor John Daubney of St. Paul and the city's other council members changed their minds about trying to ban the pic and, instead, have given it the greenlight. They and city attorney T. F. Quinn decided it doesn't violate a city ordinance prohibiting indecent ity ordinance prohibiting indecent

films.

Before seeing the film, the council wanted to halt it. But the city attorney advised this could not be done in advance, so the members accepted United Artists branch manager Abbott Swartz's invitation to attach the private screening. to attend the private screening.

manager Abbott Swartz's invitation to attend the private screening. Also present at the screening was Bill Diehl, St. Paul Dispatch film editor, whose blasts at the picture and play in his column stirred the council to action. Diehl, at the time, hadn't seen the picture either, but he based his attack on its inability to obtain the Production Code seal, its Legion of Decency and individual Catholic clergy troubles and the fact that he considered the play indecent. Prior to the screening, Diehl announced in his column that the Dispatch would send him to Chicago, where "The Moon" now is playing a regular engagement, to see it there, too, to make sure that there hadn't been editing of the print screened for him, the council and city attorney.

Mayor Daubney and Commissioner Severin Mortinson, who led last winter's unsuccessful fight to stop the stage play "I Am a Camera," took verbal pokes at the picture when queried by the press after the screening. The mayor said "the picture definitely isn't family entertainment." Mortinson declared "the picture tsinks—it isn't good entertainment." He said he'd rather see "Hopalong Cassidy."

The city attorney opined the film was "a little street in the picture of the play in the film was "a little street." said he'd Cassidy."

Cassidy."
The city attorney opined the film was "a little risque," but no exhibitor should be prosecuted for showing it. Commissioner Milton Rosen, who before seeing "Moon" had threatened to revoke the license of any exhibitor showing it, declared "this controversy is a shining example of making a moun-

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3 DIMENSION THE CHARGE (LES PAUL MARY FORI AT FEATHER HERBER | SAXOH RIVER WARNERCOL RUSS CASE OF MARKET PHONES Some DARAMOUNT

which is readily available in the tain out of a molehill." His wife, rest of the U.S."

Chief Brown admitted that seen "more objectionable whom" is the first film he has movies on TV." It wasn't as bad as

movies on TV. It wasn't as bad as another official had expected. Both the St. Paul Pioneer Press and Dispatch have published read-ers' letters scolding and praising Diehl for sounding off against. "Moon."

Picture of Month'
Dallas, July 28.

"The Moon Is Blue," which is currently being shown at the Interstate and Texas Consolidated Theatres throughout the state, has been designated as the July selection for Interstate's "Picture of the Month."

Token War

Continued from page 7 =

Still seeking a place in the sun for his theatre, which draws patrons from about a 10-block radius, Greene had the letter "U" stamped on the tokens. The TA-cried "Mutilation!" charging that Greene had tampered with city property.

The city agency was particularly incensed when the early results of Greene's private stamping operation clogged in the subway turnstiles. And while the stamping method was improved, and the tokens with the imprinted "U's slid through with ease, the TA continued to threaten legal moves.

As an additional token convecon

As an additional token come-on, Greene gold-plated 100 of the tokens and had them mounted on a pin. These, he noted with signs in front of his theatre, would be received Monday (27) night by 100 lucky winners who could use these souvenir tokens-pins for 10 free admissions. Again the TA shouled "Mutilation!" and again threatened action against the exhibitor.

Greene at this point faced and

action against the exhibitor.

Greene, at this point, faced another problem. He had heard that the police would charge him with conducting a lottery. Consulting an attorney, he avoided this aspect by throwing open his theatre, following the last show Monday night. Anyone could participate in the drawing, without purchasing a ticket. ticket.

On hand Monday night were reps of the TA and a contingent of police. The drawing went off without a hitch and Greene, the TA and the police entered a peace pact. "There's been a truce in Korea," said the TA man. "So let's have our own truce."

Greene, depleting his original supply of tokens, agreed. "I'm getting out of the token business and returning to the theatre business;" he declared, wearily, but happy that, throughout his token era, his pix had played to an almost-filled

D. of J. Nix

Continued from page 7

ate theatre and picture companies. Hughes was forced to place his theatres shares in trusteeship.

theaties shares in frusteeship.

Reclassification idea would follow the pattern of Paramount's interest in DuMont television. Parowns Class "B" stock but bylaws of tele network require approval of holders of "A" and "B" stock in all issues up for vote.

No matter which system SW agrees to accept, the theatre company must first present the plan for approval to the Federal Court of the southern district of N.Y. Under terms of the deal with Cinerama Productions. SW must receive Government approval of the agreement in 45 days, with the time limit ending about Aug. 15.

Originally, both out fits an

BFPA Sees Check On Mass Quota Defaults Via More Production

London, July 28.
With prospects of increased out With prospects of increased output for the year ending Sept. 30,
1954, the British Film Producers
Assn. is hoping for a check on the
mass Quota defaults which featured the last few years. Its annual report, published here last
week, says the failure of exhibitors to comply with the quota cannot be viewed with complacency.
According to info available to

According to info available to the association, production of new first and second feature films during the next year will be higher than in any of the previous three years. This should "provide greater product as well as improved qualifies in the films."

Jin the year 1949-50, there were 2,335 first feature defaulters and 2,195 in the supporting category. The following year, there were 771 and 2,340 for features and supports, respectively, while in 1951-52 the totals were 1,043 and 1,901.

the totals were 1.043 and 1.901.

The BFPA report shows that British producers unsuccessfully resisted the exhibitor claim for the extension of the relief procedure to the supporting program. They were overruled by the Board of Trade, and the extension will operate in the current quota year.

ate in the current quota year.

The producers reals apprehensive about the Eady fund's future. Confirming that the four trade associations have so far, failed to reach unanimity on the government directive urging a voluntary agreement or statutory legislation, the report shows that income is falling below estimates and the downward trend is likely to become even more serious with the continued drop in admissions. For the second year, ended Aug, 2, 1952, the fund received \$8,313,000 or more than \$1,100,000 below expectations.

8 AA Pix Junkets. From Alaska to Folsom Jail

Hollywood, July 28.
During the next four months Allied Artists will have a total of eight film troupes working on location. Films will be: "The Black Prince," London; "Riot in Cell 11." Folsom Prison; "Dragonfly Prince," London; "Riot In Cell 11." Folsom Prison; "Dragonily Squadron," Warner Hot Springs; "House In the Sea." Apple Valley; "Hajji Baba" and "Desert Em-pire," Yuma; "Ketchikan," Alaska, and an untitled Mounty film at-Bartlett's Cedar Lake. Meanwhile "Jennifer" is on lo-cation in "Santa Barbara" and

Meanwhile "Jennifer" is on location in "Santa Barbara" and "Pride of the Blue Grass" at Hollywood Park, while backgrounds are being shot aboard ship for "Annapolis '53."

Flaherty Foundation Set To Distribute His Films

Robert Flaherty Foundation, Inc., has been chartered as a non-profit membership corporation to further the circulation and distribution "in all media" of motion pictures made by the late producer and other documentary films which have and will "illuminate the ways of life of different bendies and of life of different peoples and cultures throughout the world."

Fitelson & Mayers, N. Y., were filing attorneys.

Ozoners

Continued from page 1 =

terms of the deal with Cinerama Productions. SW must receive Government approval of the agreement in 45 days, with the time limit ending about Aug. 15.

Originally, both outfits announced a 30-day period to make the deal binding. Should SW fail in receiving the Federal greenlight, the deal with Cinerama Productions is off and the latter will be forced to seek other means of financial support.

ban the distribution of the so-called Marilyn Monroe calendar photose ment officials will also take summery action against those who, for their mercenary purposes, have continued to traffic in these reproductions is off and the latter will be this wire known to the press."

Malone did just that It made every front page in town.

Halpern Theatre-TV Stance

In his statement to exhibs, Halpern points out that the number of closed-circuit equipped theatres is still woefully small, with the largest network to date only 50 theatres for the first Marciano-Walcott fight. For the Metopera telecast of "Carmen," only 31 theatres were linked up. The bout he notes, proved profitable "to virtually all the theatres" while the opera telecast "ran from excellent to only fair boxoffice. Some theatres as well as TNT sustained. On the basis of these events. Hal-fit has discarded many optorists.

On the basis of these events, Halon the basis of these events, flai-pein says, "the really big enter-tainment events and regular thea-tie-TV programs can come only with many more theatres linked to-gether practically in the network." with many more theatres insect together practically in the network."

Pending the expansion in the number of theatre-TV installations,
Halpern maintains that theatres
will carry fewer outstanding
closed-circuit events, but will have
a good chance to end up the year
with a net profit on theatre-TV,
rather than carry a larger number
of ordinary programs with a resultant net loss for the year.
Asserting that exhib leaders
such as Si Fabian and Sam Rosensee theatre-TV in the future of
their theatres, Halpern emphasizes, "I think some form of boxoffice television is inevitable. The
only boxoffice system that has been
demonstrated to be a practical and
going system is theatre television."
Halpern, In an analysis of past

going system is theatre television.

Halpern, in an analysis of past events carried over theatre-PV, reported to exhibs as follows:

Over 30 Grid Games

'Theatre-TV carried more than 30 college football games, including 10 Notre Dame contests, between 1949 and 1951, almost all boxoffice disappointments. TNT and the theatres discontinued the exclusive major college football schedule of Notre Dame, Navy, Army, Princeton, etc., in the mid-

exclusive major college football schedule of Notre Dame. Navy Army, Princeton, etc., in the middle of the 1951 season, without completing it. In the football theatre TV series, the theatre attendance ranged from 8% 40 18% of capacity, the theatres averaging \$188.08 net receipts per game and sustaining considerable losses. "Admission prices were tried at all levels, predominantly regular to \$1.20. We dropped our exclusive contracts with major football colleges which still had years to run, and in the official report to the National (Collegiate Athletic Assn, following the 1951 season, TNT's conclusion was: "We do not feel that it is worthwhile experimenting on a wider scale with theatre TV of games which must compete against other major colleges football games on a free television basis."

number of theatre-TV attractions —a few games have been tried loof strong boxoffice appeal may cally with good local boxoffice reprove to be a very important factor to theatres."

—a few games have been tried locally with good local boxoffice results. It is noteworthy, however, that basketball is mainly of local

tial prospective losses."

Halpern also notes that his outfit has discarded many entertainment ideas as unfit for profitable theatre. TV. boxoffice, including "shows without hit status and without marquee names star names, symphony orchestras, concert recitalists." He notes that, in time, when costs per theatre are lower because of more infer-connected installations "such projects may be tried without subjecting you to the possibility of big losses." He says the big hit Broadway show is beyond prewailing economics of theatre TV.

Pete Smith Short to Aid U.S. Bond-Selling Drive

In cooperation with the Treasury Dept., Metro will release a Pete Smith short known as "Cash Stashers." Aim of the short subject is to hypo the country's new bond-selling drive.

bond-selling drive.

Short will be offered to exhibute at regular rates, but will have an expanded bally drive behind it, a rare practice for a one or two-greater. Filmery is issuing an eightpake press book and in addition has assigned homeoffice publicity staffer William Ornstein for special work on the film.

Loew's Toppers to N.Y.

Contingent of Loew's execs, inluding prexy Nicholas M. Schenck, eepee and treasurer Charles Moskowitz, sales chief Charles Reagan, and exec Oscar Doob, are due and exec Oscar Doop, are que back in New York from Coast con-fabs on Monday 31. Pub-ad vecpe-Howard Dictz will remain at the studio to work out plans for up-coming campaigns.

On his return to Gotham, Reagan will announce the company's re-leasing plans for the October to December, period, It's 'especied that the slate will consist of 10 or menting on a wider scale with 12 pictures, none of which are extended against other major colleges football games on a free television basis.

"As for basketball on theatre TV

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its unusual characteristics might be profitable

Most distinctive is that, at a time when broadcasters generally have become leery of splurging on production, it is one of the few if only only live, hour-long variety revues turned out by an indie radio station 52 weeks of the year—and which pays off. Producer Sholem Hübenstein shells out \$2,500 for weekly talent which has included such names as Jocy Adams, Mensha. Skulnik, Smith & Dale, Gregory Ratoff, Joey Hishop, Sam Levene. Harry Hershfield, Molly Picon, Morey Amsterdam, Benny Fields, Henny Youngman, Al Kelly Maurice Schwartz, Leo Fuchs, Joel Gray and Georgie Kaye.

Yet the expense for these guest encees is more than compensated for the show's Sunday 12:30 to 1:30 pm. bankrollers. Barricini Candy and Kirsch No-Cal beverages are each regular 15-minute sponsors. They are joined by spot participants on the order of the spot participants of the spot pa

and Kirsen No-Cai peverages are each regular 15-minute sponsors. They are joined by spot partici-pants on the order of Aron Streit, Inc. (mitzos), I. Rokeach & Sons (gefulte fish) and Hebrew National

Perhaps even more extraordinary is the scope of its 750,000 to 1,000,-000 audience. Though this English-language show is thematically Yidlanguage snow is thematicary haddish, WMGM program director Ray Kalz maintains about half of its listeners are Jewish and the other half of Catholic and Protestant (Continued on page 32)

NBC's Rapp Rap On 'Bickersons'

Hollywood, July 28.

Now it's "The Bickersons" kickling up threats of legal action if the
"cease and desist" of Phil Rapp,
creator and owner of the family
comedy, goes unnoticed by NBC
and its summer standby, "Saturday
Night Revue." Rapp's attorney,
Gordon Levoy, has levelled a
charge of "burlesque and plagiarism" against the show's running
skit featuring Eddie Foy, Jr. and
Sara Berner.

Following warning was discovered.

Following warning was dispatched to NBC and the show's par-ticipating sponsors:

ticipating sponsors:

"You have hitherto been advised that we consider the sketch on your Hoagy Carmichael show involving Eddie Foy, Jr. and Sara Berner a burlesque and plagiarism of and in direct conflict with the property of. Philip Rapp entitled "The Bickersons," with which you are fully familiar. Any such use causes considerable and inestimable damage. We have warned you to cease and desist, Nevertheless, we are informed that you intend to proceed flagrantly to violate the we are informed that you intend to proceed flagrantly to violate the rights of Philip Rapp in the further use of same. This will constitute your notice to cease and desist from the use of any material of this nature or description or which in any other way violates the property already involved in 'The Bickersons;' and you are informed that you will be field to strict accountability and damages and that Mr. Rapp will exercise such legal rights as he has in equity and in law. This notice is sent to you without waiver of any past act or violations."

Alex Segal Likely To Meg U.S. Steel Series

Alex Segal probably will be the rector of the U.S. Steel Theatre,

Radio Corp. of America net profit increased nearly \$7,000,000 to \$18,185,228 in the first six months, ended last June 30 as compared with last year or an increase of 61%. This is equal to \$1,18 per common share as against 70c in first half of 1952. Profit before Federal taxes on income amounted to \$38,908,228 or better than \$15,000,000 ahead of the \$23,336,930 shown in the first six months, last year.

The corporation's sales of prod-

year.

The corporation's sales of products and services hit an alltime record volume of \$410.686,162 or 34% greater than the previous peak established for the first half of 1952, according to David Sarnoff, chairman of the RCA board.

The net profit was more than doubled in the first quarter as against the showing of a year ago, RCA reporting \$8,892,087 net while in 1952 for corresponding quarter it was \$4,223,410. Earnings per common share were 57c. a share as against 25c. in 1952. The products and services sold by the company attained an alltime high in this second quarter, soaring to \$202,678,629 as compared with \$141,966,494 in the 1952 second quarter or an increase of 43%.

Jessel BB Stock Owner; To Dicker Martha Raye, Soph for Own TV Shows

Minneapolis, July 28. George Jessel, here to co-star WCCO's Aquatennial show, revealed that, like Arthur Godfrey and Bing Crosby, he owns a piece of the companies they advertise on the air. Jessel said he's one of the owners of the BB Pen Co, which is sponsoring his fall teleshow on ABC.

In an interview on WMIN, which starts TV operations two months

In an interview on WMIN, which starts TV operations two months hence as an ABC outlet, Jessel said that when he returns to New York he hopes to sign Sophie Tucker and Martha Raye for ABC-TV shows of their own.

Importance of United Parameters and the showmen of ABC

Importance of United Paramount and other showmen on ABC, he said, will result in greatly improved video entertainment.

Says CBS 'You Are There' Stolen From His History

John W. Greene, radio writer, filed a \$505,000 suit in Superior Court, charging breach of contract and infringement of the copyright law by CBS, the N. W. Ayer adver-

Los Angeles, July 28.

tising agency and various sponsors in connection with the TV pro-gram, "You Are There."

Skelton Deal Finalized

After much dickering, Red Skel-n has finally signed an exclusive

ton nas nnally signed an exclusive CBS Television, contract.

Comedian, who had been with NBC-TV, will do a live show originating on the Coast. Program is slated for Tuesday at 8:30 p.m. exposure (opposite Berle) in the fall.

Radio Is Biggest **Outdoor Medium** In World: Karol

Radical change in the pattern of Radical change in the pattern of radio listening in TV areas was outlined by John J. Karol, CBS Radio sales veep, in a speech last week at the Advertising Club of

week at the Advertising Club of Toledo, Ohio.

Broadcasters have discovered, he said, that TV families "had more radios than radio-only families. They listened in more different rooms and listened very little to the main's set. In fact, about 75% of in-home listening was done outside the living room."

Not too much progress has been made in a close look at out-of-

Not too much progress has been made in a close look at out-of-home listening. Karol admitted. "We do know, however," he said, "that in 16 major television markets out-of-home listening adds more than 18% to the measured in-home listening. It has been demonstrated and documented that at some hours on weekends, the out-of-home audience adds as much as 30% to the in-home audience."

More than 26,000,000 automobile radios (in addition to the almost 75,000,000 radios in 44,800,000 homes, more than 98% of all the homes in America. Karol said, "quite likely makes radio the biggest outdoor advertising medium in America."

Illustrating the medium's usage.

gest outdoor advertising medium in America."

Illustrating the medium's usage, he said, "Recently we examined the audience to three of, the big CBS radio shows in terms of the listening done to the stations in the top 10 TV markets. We found that one-third of the national audience came from these 10 stations. Moreover, we found that the cost-per-thousand for this third was even lower than the low national cost-per-thousand."

Karol concluded: "The advertising fraternity has reassured itself that network radio is still the way to reach the most people with the greatest frequency at the lowest cost—lower than magazines, television or newspapers. For radio, alone among major media, has adjusted its costs down as well as up. Instead of following the print patter of increasing costs without regard to circulation, radio has kept its position of leadership in economy."

HAZEL BISHOP BUYS POTTER SHOW FOR ABO

Hollywood, July 28.
Peter Potter bows on ABC-TV and Radio with a weekly show sponsored by Hazel Bishop in the fall. Program will be patterned after the deejay's "Juke Box Jury." on KNXT locally and will be simulcast.

Mulcast.

Show, to be aired Sundays from L.A., will be blacked out locally since KNXT has an exclusive on Potter's services. here. Deejay continues with "Jury" on KNXT.

Top Choral Groups Set For ABC Radio Series

ABC Radio will present five of he nation's top choral groups on 'Negro Choral Choirs" during the month of August.

Sen. Tobey Death Will Be Felt By B'cast Industry; Blow To Educ'l TV

Garrison Signed Again As Berle Show Director

Greg Garrison has been signed as director for the Milton Berle show which starts under Bulck sponsorship Sept. 29 for 39 weeks, Garrison directed the show last season under Texaco sponsorship. Deal calls for 26 stanzas during the 39-week term.

20th Non-Com'l TV Station Okayed

Washington, July 28.

With issuance of a permit for an educational station in San Francisco; the FCC last week authorized the 20th non-commercial TV outlet. The Frisco operation, which will broadcast on channel 9, is expected to be on the air in 60 days. Funds for construction have been raised, studios have been leased and the transmitter is on hand.

The Frisco authorization is subject to the outcome of court action by KROW, Inc., which had applied for channel 11 under the pre-freeze allocations. With the lifting of the freeze, the channel was eliminated and channel 9 substituted but reserved for education. Legality of the shift is being challenged by KROW.

The Commission also authorized here compared at the contract of the state of the commercial TV stations to he

the shift is being challenged by KROW.

The Commission also authorized new commercial TV stations to be built by Champaign-Urbana TV, Inc., in Champaign, Ill.; Standard Life Broadcasting Co. in Jackson, Miss.; Tri-States Co. in Kearney, Nebr.; and Oklahoma TV Corp. in Oklahoma City.

An initial decision favoring KTRM in the contest for channel 6 in Beaumont, Tex., was issued by Examiner Annie N. Huntting. A substantial interest in the company is held by W. P. Hobby, publisher of the Houston Post, whose wife, Oveta Culp Hobby is Secretary of Health, Welfare and Education.

Break in Out of Town' TV Aspirants Advised At Summer Workshop

Youngsters who want to break

into tele were advised to stay away from New York by a panel of television directors, meeting last week at New York U.'s. 18th annual Summer Workshop in Television and Radio.

"It's almost impossible to get a TV job in New York without experience," Warren Jacober, NBC director, said to 40 students. "And once you've been turned down here by anyone who counts, you've shot your bolt. Go out to the small towns and work there for at least a year."

Other members of the director panel, who in effect reiterated Jacober's advice, were Richard Blue of WOR; Vernon Diamond of CBS; Edward Cooperstein of WATV and Alex Courtney, former tele director now partner, producer, and exec director of the Allen Christoper Co.

New York is glutted with TV directors and other production personnel, they said, but there's a great demand for TV people in smaller towns, where tele is opening up many opportunities.

Sandy Howard's 5-Year WOR-TV 'Mailman' Pact

Death of Sen. Charles W. Tobey fluence on the broadcasting industry and, particularly, on the educa tional television movement. chairman of the Senate Interstate contribute of the Senate Interstate Commerce Committee, which has jurisdiction over the FCC, Tobey has expressed strong convictions against monopoly in TV and possible commercial encroachment on channels set aside for non-commercial stations.

Only recently, at a testimonial

mercial stations.

Only recently, at a testimonial dinner given for ex-FCC Comr. Paul A. Walker, Tobey suggested a "commandment" for commercial broadcasters: "Thou shalt not covet they neighbor's television frequency." He had also threatened an investigation of the FCC if the agency showed signs of weakening on its educational channel reservaon its educational channel reserva-tions.

Shortly after the election last November, which put him in line for the committee chairmanship,

Bricker Vice Tobey

Washington, July 28.
Sen. John W. Bricker of
Ohio succeeds the late Charles
W. Tobey as chairman of the
Senate Interstate Commerce Committee.

Committee.

Sen. Homer Capehart of Indiana, who's the committee's ranking member, declined the post to retain chairmanship of the Senate Banking and Currency Committee.

Tobey threatened hearings into possible legislation to prevent mergers of theatres and networks if FCC okayed the ABC-UPT combine, However, the New Hamp-shire senator apparently turned cold on the plan after the Com-mission went ahead with the mer-ger and hearings were never held.

Passing of Sen. Tobey, one of the most colorful figures in the history of Congress and sometimes referred to as "the conscience of the Senate," may also curb the powers of Sen. Edwin C. Johnson (D.-Colo.) who is chairman of the subcommittee on communications. tee on communications. Tobey saw eye to eye with Johnson on questions of monopoly and color TV and gave the latter strong sup-

Who will succeed Tobey at the Committee helm depends on whether ranking member. Homer Capehart (R-Ind.) chooses to keep his post as chairman of the Banking and Currency Committee or relinquish it in favor of Interstate Commerce. As a former radio manufacturer, Capehart has displayed great interest in the work of the Commerce Committee, particularly as it relates to television. Sen. Tobey gave up a seat on the Banking Committee rather than on the Commerce Committee a year ago to become a member of the Foreign Relations Committee.

Hooper Expanding, **50-Market Study**

Service of TV Hooperatings on local tele audiences is being ex

Features of the expansion lude more markets surveyed (beginning in October, 50 markets accounting for 91.7% of current U.S. CARTER AS ALTERNATE

WW NEWSCAST CLIENT

Carter Products has bought six alternate simulcasts, from Oct. 11 to Dec. 20, of Walter Winchell's gonory. The Carter will plug its Rise across the fall. Gruen, weekly sponsor until that time, will alter nate. Carter will plug its Rise was officially back at his desk winchell character. The commercials was officially back at his desk winchell returns. Sept. 6. Tab on the commercial or nation of the commercial or nation in the fall of the commercial or nation. The commercial or nation is \$16,000 a weekly sign.

In connection with the TV program, "You Are There."

Greene declares he and the late alexander Schulz submitted at the late

COE'S 1-BIG-SHOW-BIZ FUTURE

'Window Shopping TV'

Window shopping" television has become the latest fad in

"Window shopping" television has become the latest and programming.

Producer Ted Mills' "Home" show, which NBC-TV intends as the equivalent of a woman's magazine, will originate out of a street-level studio, as does "Today," permitting for pedestrians' viewing. There's now talk at the net of a deal to take over the site formerly occupied by Ovington's on Fifth Avenue near 53rd St. in New York. Store is closed. If web sets a lease, place will be redone like the RCA Exhibition Hall, where "Today" originates.

"Home," which is merely a working title (another name being considered is "Lilving"), is set for a surprise preview on the "Today" show in August, and is expected to go on the air the end of September. Program will be slotted in the 12 noon to 1 p. m. time period.

Chi TVers Ask, 'Where'll We Put 'Em?': Shows in Space, Not Time, Scarcity

on of WGN-TV (Dul similar space problems.

CN-TV, housing the most spa-studios in Chi, made its po-n even stronger in the race for

ack of space, on the other hand, hest reflected by WNBQ, NBC's ndy City home, that is all but ed to the limit for floor space the Merchandise Mart. Two productions from that location, productions from that location,

awkins Falls" and "The Bentls," slotted back-to-back, refer two separate studios, and clocal shows require the use of ir more, in the 6:45 a.m. to 2 m. time period.

Already feeding nine shows to parent circuit, and with "Anid Playtime," "How Does Your rden Grow?" and "Elmer the right of the phent," in the hopper for posible fall delivery, scheduling are for rehearsal has become an reasing headache.

we for relicarsal has become an reasing headache. With the acquisition of the Stubuker Theatre, over three years it looked as though the space blem had been solved for NBC. t today, with three network own originating from the spot, d at the same time yying with another for rehearsal time, the year-old auditorium has proved from adequate, "Ding-Dong' Merrygoround.

ises. At 11 a.m., the "Welcome elers" staff moves in and holds until 3 p.m. The same group occupies the stage from 3 to m. on Mondays and Wednes, when kines to fill the vacaperiod are being made. Tuesand Thursday finds the "Eddyld Show" in evidence from 4 p.m. "Ding Dong" rings in (Continued on page 98)

Okay Rochester Share-Time TV'er

ing arrangement took him by rise as he was about to file application. mmission found that Brown's est was "fatally defective" and

mmission found that blowns stars "fatally defective" and it should never have held up authorizations in the first the second Colgate show of the new season, Oct. 11.

'Topper's' Topper
Chicago, July 28.
TV announcer Ron Pritikir
reatened with legal action if he persists in calling himself "Topper" by newspaperman Roy Topper, returned to his video chores after promising to quit using the nom-de-plume. First assignment after the hassle—introducing late night movie, "Topper Returns."

NBC Reactivating Manie Sacks As **Talent Croupier**

handled the Jack Benny and other "talent raids"—may become more ent negotiations in the fall, now that he has the RCA Victor setup on the high road. Since he was appointed operating vecpce of the record division, it quickly went

It is known that new TV thinking, particularly within NBC and CBS, is that the medium has "suddenly become a profession," and also that "anybody who goes into TV must figure that his years are numbered." This is because of the fast click and recession of favorities

Leland Hayward, the sundry leg musicals (Rodgers & Hamme stein, Irving Berlin, Joshua I gan-Arthur Kober-Harold Rome

FETZER BUYS KOLN **AM & TV PROPERTIES**

Omaha, July 28. John E. Fetzer last week purchased KOLN and KOLN-TV in

FCC. No price was revealed.

Fetzer operates Kalamazoo's WKZO and WKZO-TV and also has interests in radio stations in Grand Rapids, Peoria and Water-loo, Ia.

KOLN-TV is a 30-watt DuMont affiliate, KOLN is a 250-watt outlet affiliated with MBC.

M&L as Curtain Raiser For TV 'Comedy Hour'

Dean Martin and Jerry Lewis on the "Colgate Comedy Hour" when the program returns to NBC-TV Oct. 4.

TV 'INCUBATES' LEGITERS, FILMS

and Eva Marie Sainte in the cast
(Continued on page 102)

Leland Hayward As NBC 'Opposite Lucy' Video Ammunition?

The Monday night spot "oppo-e T Love Lucy," may become BC-TV's happy testing ground, The Monday man approved the Thora Lucy, "may become NBC-TV's happy testing ground, and its considered possible that Leland Hayward; who has just signed a producer-consultancy pact with the web, may kick off the control.

especially geared to "get a rating."
Details of how many shows and
the general pattern are being
worked out this week, following
the producer's return from a Bermuda fishing trip.

NBC acquisition of Hayward
further dramatizes the "gauntlet
to Madison Ave." It's another

neignbors.
Sol Jaffe (& Jaffe) handled the legal agenting of Hayward's NBC deal, which is for one year, with a years option. General David Sarnoff, RCA and NBC board chairman, and Manie Sacks, RCA veep, personally figured in these negotiations.

Industry's Favorite Pastime: 'Who's **Next NBC Prexy?** Guessing Game

Who Said TV's Free?

Washington, July 28.
Buried away in a stack of overnment figures on conthe American public no longer can afford to attend so many films, legit shows sports events, etc. Folks have to spend too large a share of their coin to keep their radio and TV sets, particularly the latter, in operation.

In-1952, reports the U.S. Commerce Dept., the nation sank a record breaking \$476,000,000 into radio and television repair—exclusive of what was spent for new sets.

NBC's Affiliates Ask Pronto Airing On Radio Policies NAR

forum was permitten.

Many affiliates expressed belief, that in view of White's upcoming exit, the web should have sent someone who was qualified to gentio details on the "revitalization."

The newly-elected exec commit-

NBC and welcome.

Exec. committee elected was Robert. Swezey, WDSU, New Orleans, Chairman; Harold Essex, WSJS, Winston Salein, Secy-Treas.

D Vadeboncouer, WSYR.

ners to the exec committee.

Despite outspoken criticism of NBC at the meeting, level-headed composition of the committee indicates a two-way rationalization of the issues.

COTT NAMES CLEARY, **HORTON TO TOP POSTS**

Unfinished business of the TV-M split of NBC operations has

ABC-TV's 9-City Regional Web

port to fed Colf, NBC Radio operating-vice-president.

Merrill (Red) Mueller, who has properties will be opened here and been a "Today" news editor, was in Frisco, but with no changes in appointed to the new position of personnel beyond those already radio news and features executive. unade. -Offices-for-syndication-of-film

Death Benefit Plan, Wages, Working **Code, Election Top AFTRA Windup**

Hollywood, July 28,
Alan Bunce of N. Y. was unanimously reelected to a second-term
as national prexy of AFTRA as
the union ended its national convention Sunday and selected Detroit as the convention site in
1954.
Frank Nobert

vention Suntay and selected troit as the convention site in 1954.

Frank Nelson of L.A. was reelected first v.p. Other officers elected were Don Hirsch, Pittsburgh, Second Veepee, John Cafnon, Chicago, Third V.P.; Vinton Janet Baumhover, Portland, Ore. Filth V.P.; Ernie Winstanley, Detroit, Sixth Veepee; Bob Bruce, L. A., Seventh V.P.; Bruce Grant, Kansas City, Recording Secretary, Cofrad Nagel, N. Y. Treasurer, Officers serve through the 1954 national conclave.

Convention tabled proposal that union hold biennial conventions instead of annual meetings.

For the first time, a death benefit plan was authorized, which would involve use of \$100,000 AFTRA has accumulated, as a first step in establishment of expanded health, welfare benefits for members. Maximum death benefit as tentatively proposed would be \$500 for inember who has paid full dues for five consecutive years. In addition, national board will Study

tentatively proposed would be sour for member who has paid full dues for five consecutive years. In addition, national board will study plans for full health, welfare benefits for all members, and was directed to recommend a system which can be negotiated with employers, put into effect on noncontributory, basis.

Conclave also authorized the board to work out plan, procedure for control of telethor benefits, with national exec secretary George Heller averring inasmuch as AFTRA and other union members contribute their talent to telethous, some felethous should be held for show biz charities.

Convention also instructed board to set up wages and working

tentions, some delethons should be held for show biz charities.

Convention also instructed board to set up wages and working conditions committees in various sections so members may make recommendations on changes in photograph recording code; authorized Heller to call, regional confabs of AFTRA local exces and officers; endorsed intensive organizational drive in TV; authorized board to continue policy of cooperation with IBEW; directed the board to appoint a committee to study and report plan of action concerning making of transcriptions; recorded spots and policing of same; authorized board to make study of violations where performers travel from originating point to originating point around country, with respect to their proper payment under various net country, with respect to their proper payment under various net and local codes, and their active paid up membership in AFTRA. For the first time, the conven-tion was recorded entirely on tape.

NBC-TV 'Today's' 25G To Tam O'Shanter Ace (With Lloyd's Insuring)

The first annual George S. May professional hole-in-one golf tourney will be aired on NBC-TV's "Today" show Aug. 3. This is a fele special, with the top pros trying to score aces, beginning at 6 a.m. in Chicago until 9 a.m. (show is seen two hours each in New York and Chicago, with one hour overlap). Event is being held at the Tam o'Shanter club."

For top prize, any golfer scoring
hole in one will receive from the
"Today" program the sum of \$25.
000. Show is getting Lloyd's of
London to insure it to that amount. London to insure it to that amount, but if two or more golfers get aces the program is out of pocket. Odds on making a hole in one are 9.354 to 1. May, is putting up, an additional \$5,000 in prizes for the 36 entries, including six international stars, six women and 24 of the top national pros. Some of the players already agreed to participate are Lloyd Mangrum, Dr. Cary Middlecoff, Jackie Burke and Ed. (Porky) Oliver.

There will be six pickups, two an hour, from Tam o'Shanter, with each pickup having six golfers trying two shots apiece for the big payoff. Special TV tourney will be payoff. Special TV tourney will be held between dates of May's two tourneys at the club, the All-American and the World's Championship. Final holes of latter event are being televised by ABC-TV. Aug. 9 from 7:30 to 8:30 p.m.

WGAR's 18% Biz Hike

Cleveland, July 28.
WGAR chalked up a greater local sales volume during the first six months of this year than during the same period of 1952 which had been a banner stretch.
Billings, according to Sales Manager John Garfield, were 18% over a year ago and 33% over the same period in 1951. Garfield also reported that nearly 100 local advertisers used WGAR this year "a new high for the station, and indicating a substantial increase in future use of radio by all types of advertisers."

Too Many Complain, So **BBC Yanks Panel Game:** 'Down You Go' Subbed

Down You Go' Subbed

London; July 21.

A British panel game which was put into the BBC-TV's peak Sunday night slot while "What's My Line?" was being rested during the summer, has been pulled after three performances and was replaced last Sunday (26) by "Down You Go."

The new British show, "Why?" was based on awkward questions children ask their parents and the team included well-known stage and screen personalities. Each of the three Sunday night airings was followed by mass telephone complaints. More than 300 were received after the first performance. "Down You Go," which has been building in popularity since its first telecast on New Year's Day, is being switched from a midweek date to fill the gap.

WILLYS ENTERING TV TRANSMITTER BIZ

Toledo, July 28:

Because there are approximately 2,000 VIIF and UHF stations authorized by the FCC which need television transmitter facilities to

television transmitter facilities to serve smaller communities, willys Motors, makers of jeeps and autos, plans to enter the television transmitter manufacturing business, announced Raymond R. Rausch, Willys executive v.p. and general manager.

Rausch said that the decision to enter this field was based on a survey which indicated it would be five years or more before some localities could obtain transmission, equipment, unless additional production facilities were made available. Willys already has an electronics division, with a separate plant a few miles distant from the sprawling automotive plant, where plant a few miles distant from the sprawling automotive plant; where the firm plans to manufacture a complete TV package, including a 1.000-watt transmitter; operating from 450 to 900 megacycles, a cam-era, projector, console panel, ctc.

Pat Carroll Exits Buttons Show for Shawn Teamup

Pat Carroll, femme comedy lead the Red Buttons show, has re-

on the Red Buttons show, has re-signed from that program.
Reason hasn't been given, but it's understood she's going after her own show with Dick Shawn as a partner. Both are currently in the stock company at Camp Tamiment, Tamiment, Pa

Caddigan's 3 Year Pact

James L. Caddigan, director of programming and production for DuMont since 1947, has just inked a three-year contract with the web. The skein's managing director. Chris J. Wilting, said he had made the announcement to "still any rumors that Caddigan was on his way out. He's definitely on his way in."

Ruppert's Reprise

Despite its buy into the live, late "Steve Allen Show" on WNBT, N. Y., which led to speculation on economics, Ruppert's Knicker-bocker beer has, renewed its backing of Bill-Leonard's five-minute sports news on "Six O'Clock Report" over WCBS-TV, N. Y. Renewal, for 52 weeks, begins in August. "Report" is the 6, to 6:15 p.m. strip on the CBS, N. Y., key.

For NBC's 1-Hr. Daytimer

Los Angeles, July 28, NBC-TV's pitch to AFTRA's na-tional board for a special rate for a contemplated hour-long daytime nixed by the group, here union's national convention.

the union's national convention.
Network told union it planned a
cross-the-board show, with 10-min.
segments to come from various
parts of the country, and that the
format would be a mixture of various types of programming.

National AFTRA Backs Suspension Of 'Unfriendly 3'

AFTRA's national conventioneers oted overwhelmingly to affirm the

AFTRA's national conventioneers voted overwhelmingly to affirm the action of the LA. local which suspended three members, after hearing a dramatic appeal from the trio on the floor. Vote upholding the local's action was 151 for, 16 against, two abstained.

Libby Burke, Shiman Ruskin and Murry Wagner were suspended for a year for violating the locals' anti-Communist resolution, by defying the House Un-American Activities Committee. In addition, the trio faces expulsion if they haven't answered the \$64 question in that period. LA. local counsel David Ziskind presented the union's case. Robert Shutan, counsel for the trio, spoke for them.

The three contended the Fifth Amendment made the local rule invalid and argued their constitutional rights were being impaired. AFTRA counsel countered that the union had the right to aid and promote inquiries regarding commic party membership; that the rule was meant to unover red activity within the union, and that it was duty of all members to answer questions regarding such activity. duty of all members to answequestions regarding such activity.

Covle's Bible Stories As Moppet Vidpix

As Moppet Vidpix

Los Angeles, July 28:

Jack Coyle, who'll be producerdirector is preparing a telefilm
story quiz show starring Virginia
Ware and a group of Sunday
School children. Series, to be
called Virginia Ware's Story Time,
will be based on Miss Ware's telling of Bible stories and the youngsters, three girls and three boys
reflected each week from all-church
representation, answering simple
questions on the readings. Show,
a 15-minuter, will be shot in color.
Audience aimed at is the 230
religious bodies with estimated
325,056 churches, having an inclusive membership of 81,355,494.
This includes Protestant, Jewish
and Catholic faiths.

Pearson's WINS Sponsor

Chateau Martin Wines, via Ben B. Bliss ad agency, has pacted a 52-week contract to sponsor Drew Pearson's "Washington Report" every Sunday afternoon on N.Y.'s

Pearson's "ashington Report every Sunday afternoon on N.Y.'s indie 50:000-watter; WINS.

WINS general manager Harry C.
Folts said the stanza will be heard at 1:45 p.m., immediately before baseball programming.

ABC-TV's 135 Affils

Four more stations have affiliated with ABC-TV bringing to 135 the total of the affiliates, the web's station relations director Alfred Beckman announced this week.

New affiliates are WROW-TV.

Beckman-announced this week.
New affiliates are WROW-TV.
Albany, N. Y., operated by Harry
L. Goldman, WKNA-TV, Charleston, W. Va., Joe, L. Smith, Jr.,
KMMT, Austin, Minn., L. L. McCurnin, WDAK-TV, Columbus, Ga.,
Allen, M. Woodall.

Henry White Upped
Henry White has been named
manager of the radio-tele department of the Biow agency.

AFTRA Nixes Special Rate | CBS-TV Making Up for Lost Time; **Sets Compatible Color Shows Sept. 15**

WCAU's U. of P. Sked

Philadelphia, July 28.

WCAU Radio announced it will once again broadcast all football games of the U. of Pennsylvania this fall. This marks the 18th consecutive year that WCAU has carried the Penn games. Phileo Distributors will share the sponsorship with the Yellow Cab of Philadelphia.

Byrum Saam, long identified with Byrum Saam, long identified with WCAU and the Penn games, will again handle the play-by-play. WCAU Sports Director, Bill Campbell, will give the pre-game color and coyduct half-time interviews.

NBC's Tele Newsreel To Review Postwar Period On 8th Anni News Show

NBC's television newsreel, celebrating eight years of the net's independent news coverage on tele film, will be aired on the TV web Sunday, Aug. 23, from 7 to 8 p. m. On that date, "Operation Nep-On that date, "Operation Nep-tune," which is sustaining, and the co-op "Super Ghost," will be preempted by the special news show

The hour-long show will present the top news stories from 1945 to 1953, including the founding of the United Nations, the atom-bomb story, the elections of 1948 and 1952, the Kefauver crime hearings, the Korean War and the death of Stalin. New angle will be attempted by Jim Fleming, who's editing and narrating the anni-news show. He's seeking principals who figured in the news—Harry S. Truman and Trygve Lie are prominently mentioned—to comment now on their feelings and thoughts then as the events of yesteryear are unreeled before them. 1953, including the founding of the

before them.

Arthur Holch is scripting the program and Charles Christensen will be the director.

WENDELL CAMPBELL'S **UPPED CBS STATUS**

Wendell B. Campbell, CBS Radio general sales manager of spot sales since August 1951, has been upped to veepee in charge of station administration.

He succeeds Carl J. Burkland who resigned as the net's director of station administration to become executive vecp and general manager for the Portsmouth (Va.) Radio Corp, Portsmouth owns and operates radio station WSAP in the Tidewater area and is applying for a TV permit on Channel 10.

MGM Radio Settles, Off AFTRA's Unfair List

Hollywood, July 28.
Loew's settled its long-standing beef with AFTRA, for \$40,000 after the union's national board voted to declare Loew's and MGM Radio Attractions untain. Board said the company owed members \$60,000 but wouldn't pay, and that it rejected a union offer to settle for \$40,000.
Consequently the Hollywood, July 28.

for \$40,000.
Consequently the board voted action. Loew's already is off the unfair list following settlement.

DuM Mulls Chi Symph

DuMont is mulling an hour airing of the Chicago Symphony Or-chestra for the fall.

If deal with the orch is worked out, the program will be seen on Wednesday nights.

Hy Davis to WCBR

Memphis, July 28.

Hy Davis, w.k. Southern disk jockey has joined WCBR as the station's top-deejay.

o-TV He hits the air daily at 6 until freat also from 4:30 p.m. to 5:30 p.m. He was formerly with WJXN Jack-son, Miss.

Television System Committee hav ing made its formal pitch, by applying last week to the FCC for adoption of new improved standards,

ing made its formal pitch, by applying last week to the FCC for adoption of new improved standards, everyone is getting into the compatible color television act.

Eager to make up for lost time spent on its incompatible color system, which won FCC approval before it was dropped in the face of the problem of adapting the 24,500,000 black-and-white sets now in use, CBS Television last week announced plans to feed color programs, using NTSC standards, to its network on or about Sept. 15.

Web had decided not to be caught flat-footed on compatible color, which now seems assured of FCC approval. In a letter to the affiliates, J. L. Van Volkenburg, CBS-TV prexy, quoted CBS prez Frank Stanton's testimony before the House Committee on Interstate and Foreign Commerce last March 25: "CBS does not propose to abandon this leadership... In the struggle for color television, We still believe in color and we still believe that the public should have it at the earliest possible moment, We shall maintain our leadership in color irrespective of whether the system is ours or somebody elses. "As outlined to the affiliates, CBS-TV's plans include feeding of NTSC color, using selected sustaining programs, under experimental authorization; immediate regular scheduling of network color broadcasts when NTSC color standards are adopted by the FCC; a color clinic in New York early this fall for affiliate excess, and detailed report to each affiliate's chiefe engineer, outlining the net's full color story.

Meanwhile General Electric Co. announced that its TV transmitting equipment will satisfactorily rebroadcast network color TV programs under the NTSC system,

announced that its TV transmitting equipment will satisfactorily rebroadcast network color TV programs under the NTSC system, without additional equipment, provided the network signals arriving at the local station are of reasonable malify.

Present transmitters and antennas, the company said, need no change for black and white reception of NTSC color, minor changes had to made

where network signals are of less than reasonable quality, GE

Jurist Rejects Verdict Favoring Plaintiff In 'Double Nothing' Suit

A radio-TV writer's five-year, \$757,500 suit, charging that his ideas were pirated for the format of NBC's radio-TV show, "Double Or Nothing," has been rejected by N. Y. Supreme Court Justice James B. M. McNally.

Judge McNally took the unusual legal step of refusing to accept the unanimous verdict of the 12-man jury in his court which last month ruled that the writer, Charles Car-

jury in his court which last month ruled that the writer, Charles Carneval, was right in his claim and that the Campbell Soup Co. should pay him \$10,000. Carneval, through his N. Y. attorney, Lawrence Brinn, will challenge the judge's ruling that he had no "contractual protection" for his ideas in Appellate Division in September.

late Division in September.

Carneval, originally a Hollywood film actor the has, performed in such Metro pictures during the 1930's as "Buried Loot," 'Naughty Marietta" and "Alibi. Racket'i, claims he submitted the detailed format for a radio show to becalled "Sweepstakes," to the William Morris Agency in 1946. The talent agency returned it to him but he did not sign a "release" letter.

In 1949, Carneval named as de-fendants William Morris, Campbell Soup, Ward Wheelock advertising agency and NBC in a legal suit al-leging the "sweepstake" elements of his show formed the basis of "Double Or Nothing."

Judge McNally, in setting aside the jury's verdict, said Carneval could not win a recovery "as a matter-of-law-on-the-unsolicited submission of an idea or combinations of the said of the tion of ideas, disclosed without a mutually acceptable confidential relationship existent at the mo-ment of disclosure."

ALL DRESSED UP, NO PLACE TO GO

3-Year License Span, Instead of 1, **Proposed by FCC for TV Stations**

Washington, July 28.

Washington, July 28.

A three-year license period for TV stations, instead of one year, has been proposed by the FCC in the interest of both broadcasters and the regulatory agency. If the plan is adopted, TV stations will be on the same license basis as AM and FM outlets.

In issuing notice of the proposed change, the Commission said that the one-year period was appropriate during the early formative stages of TV broadcasting but the situation is different now that 500 stations have been authorized and more than 200 are on the air.

"We are of the view," a majority

"We are of the view," a majority of the members said, "that the development of a nationwide TV system will be facilitated by the extension of TV licenses for a three-year period. Such an increase, moreover, will reduce substantially the workload for both TV licenses and the Commission. It will, in addition, ease the burden on those TV licensees who are also licensees of standard and FM stations since the licenses of all such station in the same geographical area will expire at the same date.

"We believe, therefore, that an

"We believe, therefore, that an increase in the license period for TV broadcast stations will serve the public interest and will be conducive to the orderly dispatch of the Commission's business."

the Commission's business."

Proposal was voted over the opposition of Comr. Frieda Hennock. She issued a dissenting opinion in which she suggested that public hearings be held and representatives of viewers, as well as broadcasters, be given opportunity to understand the significance of the change in license period.

change in license period.

"My disagreement," said Miss Hennock, "stems from the majority's identification of the 'public interest' with the convenience of broadcast licensees, rather than with higher public interest considerations. I would, of course, agree that there is no magic in a one-year license period, as such. And I would agree that the Commission has not in the last few years made adequate use of the one-year license period presently in force to examine into the programming of TV broadcast stations to determine whether they are or are not serv-TV broadcast stations to determine whether they are or are not serving the public interest. But I should think that the solution for this deficiency is for the Commission to intensify and revitalize its renewal procedures, rather than to take the proposed action to relieve existing TV stations of any necessity for accounting annually for (Continued on page 98)

Maryland Stations Nix Mutual Plan

ave said "no" to the new Mutual ontract amendments recently sent oall MBS affiliates.

to all MBS affiliates.

New plan, programming insteadof-payment, envisions cutting of
network option time from nine
hours to five daily with all stations
accepting all five hours without
any station compensation whatsoever. In return, stations will get 14
hours weekly of topgrade free programming.

'MAN AGAINST CRIME' IN SWITCH TO NBC-TV

R. J. Reynolds is shifting its "Man Against Crime," the Ralph Bellamy starrer that began on the CBS-TV net, to NBC-TV in October. Show is going into the Sunday at 10:30 p.m. time, now local option time.

Tobacco firm is starting its "Topper" series, a Bernard Schubert package, on CBS-TV Oct. 9, taking over the "Crime" time of Fridays at 8:30 p.m. William Esty is the agency.

Foreman's BBD&O Major Role as TV **Trouble-Shooter**

Growing tendency of ad agencies to establish special TV trouble-shooting panels was highlighted with the revelation that Robert L. Foreman has been appointed chairmon of the TV Plans Board of BBD&O. Now the No. I agency, BBD&O has total annual billings of \$140,000,000, of which an estimated \$60,000,000 is derived from broadcasting.

Foreman's new duties, it's understood, will be to help develop potential program ideas for clients, smoothen out sponsor-telecaster relations to assure snatching off prime time availabilities, and generally to make sure other departments in the agency are informed of the most recent TV planning of clients. In addition to these functions. Foreman will retain his responsibilities as veepee of BBD&O's radio-TV department.

Foreman, formerly head of BBD&O's radio-TV commercial de-

BBD&O's radio-TV department.
Foreman, formerly head of
BBD&O's radio-TV commercial department, will work on the agency
board with these exees; exec veepee Charles Brower, of BBD&O's
general advertising creative department; Arthur Pryor, Jr., who as
veepee runs the radio-TV departmant with Foreman; James Bealle,
in charge of new program development; Fred Barrett, media head;
and account exees Caroll Newton
and Herminio Traviesas.
Other agencies, including Young

and Herminio Traviesas.

Other agencies, including Young & Rubieam, Ruthrauff & Ryan, McCann-Erickson, Bjow and William Weintraub, have established similar trouble-shooting and integrating groups, but up until now, their functioning has been far less formalized. Their meeting as plans panel per se is sporadic, and one: exec will usually assume a specific function, just, as Tom Slater clears time availabilities for R&R, for example: They are different, too, in the sense that their agency prez sits in as chairman of the panel, just as Milton Biow does at his agency.

Paley Report on Future

TO TUNE IN RADIO

Behind radio's open invitation for everyone to "come on in" with new ideas—with "daring" programs to be given serious consideration—is the sad fact, tradesters believe, that the AM boys are living in a state of suspended animation. The medium, it's felt, is suffering from a lack of creative thinking, and it's been years since a radio program has excited the nation.

Reason for this is that the net-

nation.

Reason for this is that the network radio execs, after getting over their initial fright at television killing oft their medium, realized that they weren't dead yet. Although they didn't completely readjust their thinking to the situation that TV left radio in, they fought a rearguard action by cutting rates and changing selling methods (any safe of a minute or over is eagerly accepted today, whereas in radio's heyday the half-hour period was the backbone of the industry. In these ways they increased sales and there was an upbeat in business again, although it's generally accepted that the medium will never again have the big pre-TV biz.

Creativewise, however, it's pointed out that the radio boys have stood still, doing the same old Reason for this is that the net-

pointed out that the radio boys have stood still, doing the same old programs over and over again, sometimes better and sometimes worse. They are caught between two forces, it's feit. On one hand, the radio powers know that AM still pays off and so they will resist any radical change, except that which is forced on them. Similarly, they know that, with television markets still limited, radio is still the national medium but they laive dore nothing to point up the fact the national medium but they have done nothing to point up the fact or prove it. On the other hand, they know that as television expands it will take the broadcasting market away from them (as in multiple-station TV cities), and this makes them feel that they're going up a deadend street.

Horns of Indecision

What is needed, tradesters feel, is a widescale, deep reevaluation of what radio can do best, and then a general industry attack along those lines. Those who believe the medium will never die point to AM's long list of accom(Continued on page 102)

Lait & Mortimer's 'No Can Do' to CBS on Use Of 'Confidential' Title

Jack Lait & Lee Mortimer, au-thors of the "Confidential" series thors of the "Confidential" series on various cities, have warned CBS, Talent Associates, Remington Rand and Phillip Morris that con-templated production of "Pentagon Confidential" on that network would infringe on their rights to

would infringe on their rights to the use of the name. A letter sent by Fischbach & Crowe, attorneys for Lait & Morti-mer, stated, "Our clients, Jack Lait & Lee Mortimer, are the authors of the well-known works entitled 'New York Confidential," (Chica-go Confidential," Washington New York, Confidential, 'Chicago 'Confidential,' 'Washington Confidential' and 'USA Confidential' in 'addition to 'numerous, articles under headings containing the words 'Confidential,' it is obvious that the use of the word 'Confidential' in such manner in the title of the show you propose to televise is 'an attempt to trade proper the goodwill of our clients'

NEED INCENTIVE WTAR Asks FCC To Probe NBC's **Excessive Spending' In Norfolk**

Newsmen Sans News
Tradesters are pointing out
that television generally has
provided so little challenge
and opportunities for newsmen, as newsmen, that they
have been drifting into the entertainment field.
For instance, John Daly, is
emcee of "What's My Line"
and "It's News to Me" quizgress Dong Edwards emcee of

and "It's News to Me" quizzers; Dong Edwards, emcee of "Masquerade Party"; John Cameron Swayze; host of the Swayzes, and Henry Cassidy and If. V. Kallenborn as frequent guests on "Who Said That?"

NBC-TV Clients' Approval Booms Norfolk UHF

advanced the cause of UHF by leaps and bounds last week when the network, in one fell swoot, when we work when the network, in one fell swoot work over every single nighttime advertiser in switching over their affiliation in the Norfolk market from WTAR-TV to WVEC-TV.

from WTAR-TV to W.F.C-TV.

The Campbell Arnoux-managed WTAR-TV has thrown in its lot with CBS, with NBC setting its future video sights in Norfolk on the new UHF entry, WVEC-TV. It represents the first mass movement of network advertisers from the solidly-entrenched, VHF spectrum into the IHF channels.

of network advertisers from the solidiy-entrenched VIIF spectruminto the UHF channels.

Procter & Gamble, represented in the nighttime programming sweepstakes with such entries as the upcoming Sunday at 7 Paul Winchell show, the Tuesday night "Fireside Theatre" and Sunday night at 10 (into which Eddie Albert moves in the fall), was a several-day holdout in switching

Albert moves in the fall, was a several-day holdout in switching to UHF allegiance, but came through this week.

NBC is giving all the clients a free eight-week ride for the Norfolk UHF acceptance, with a cut rate on the second cycle of eight.

rate on the second cycle of eight, hereafter, however, regular card rates will prevail.

Network is shooting for a 50,000 set circulation for the Sept. 19 tee-off of WVEC-TY and all indications this week pointed to the network hitting that mark.

Mogen David Wine In

drawn a hot blast from its exafiliate WTAR-TV (now CBS) which yesterday called on the FCC to inquire into "extraordinary expenditures" by the network in publicizing its new UHF affiliation with WVEC-TV and possible "public interest" questions involved.

Through its Washington counsel, Eliot C. Loveti, WTAR advised the Commission that the "surrounding circumstances" regarding the proposed. WVEC-TV station, which plans to be on the air with test pattern on Aug. 15, "appear to warrant your scrutiny."

NBC's advertising buildup for WVEC-TV in the local press, costing \$175.000 or almost half the construction cost of the station, said WTAR, has "serious implications." The advertising is paid largely by NBC is "naturally dominated" by NBC and "might indicate that WVEC-TV is owned, or at least controlled, by NBC "added WTAR.

"Certainly" said WTAR, because of the extraordinary expenditures and on named by NBC.

TV- has retinquished control of the station, even on a temporary basis.' Broadcasters' must rely on the Commission, as the guardian of the public Interest, said WTAR, "to see that the current situation does not extend beyond legal boundaries established by the (Communications) Act and 'IPCC' Regulations.' As further indication of the "dominating influence" of NBC is building up its new affiliate, WTAR points to advertising regarding the coming World Serier games on WVEC'TV, Noting that this event in the past has beer brought to 195,000 TV homes if the area, WTAR declared that "even giving effect to the NBC claim that 50,000 of these sets will be converted promotly to receive UHF and WVEC'TV, there will still be more than 123,000 homes that will depend on VHF and WTAR-TV for the World Series, "Nevertheless," WTAR added (Continued on page 32)

\$1,000,000 Suit In

Quiz 'Look-Alikes'

Mogen David Wine In

\$1,000,060 Budget For

Brace of DuM Entries

Chicago, July 28.

With an advertising budget of \$2,000,000 set for launching. Alogen David Wine Corp. will earmark half of that sum for network television presentations. "Dollar a compraint filed in Chi District Federal of the Week," both half-hour pack, ages, will ride the DuMont web the middle of September.

Originally a 45-minute format and thed "Boxing From Eastern Parkway." the fisticults telepic will be edited to 30 minutes and placed in 60 markets, excluding nine major markets where the original

accepting all five hours without any station compensation whatsolever. In return, stations will get a station compensation whatsolever. In return, stations will get a station compensation whatsolever. In return, stations will get a station compensation whatsolever. In return, stations will get a station whatsolever. In return, stations whatsolever is returned to station whatsolever. In return, stations whatsolever is returned to stations whatsole station whatsolever is returned to the station of whatsolever is returned to the station of whatsolever is stations, it's understoned is just about complete, and the station of the proposed plan into stations of the proposed plan into stations the station whatsole for any damages suffered by Lini & Mortimer as the government and the station of the station of the station of the proposed plan into stations of the proposed plan into stations of the proposed plan into stations and placed and initiat

BARON AND THE BEE
With Jack Pearl, Cliff "Sharlie"
Hall, Paul Taubman, organist;
Fred Collins
Producer: Ken MacGregor
Writers: Billy K. Wells, Fred
Lightner
30 Mins., Tues., 8 p.m.
Sustaining
NBC, from N.Y.
NBC has brought back a familiar
name to radio audiences in the
person of Jack Pearl, the Baron
Muen-hausen of the early days of
radio and one who contributed
vastly to the medium's growth in
those days by making it a forum
for top names. The Baron has
his old crony, Cliff "Sharlie" Hall,
and a new format, and both contribute to a sprightly session loaded with entertainment for listeners and gifts for participants.
Pearl and Hall conduct a spelling bee with participants made upof employees of, various, commercial enterprises; with one firm
sending a fenine (gam and the
other a male contingent. Pearl
and Hall, doing comedy and
straight respectively, gag anound
with the verbiage, making some
good natured banter and providting a pleasant atmosphere. The

h the verbiage making some de natured hanter and providde pleasant atmosphere. The way is undoubtedly scripted, but a dio make it sound ad libs, ere are a couple of vets at the interest of the library of the librar

Director: Charle De Vois
Producer: Cherry
Mon., thru Sat., 60 mins.
Participating
WCBR, Memphis
WCBR, Memphis daytime indie,
wrapped up a nifty package when
it engineered a deal with the
smooth working Hugh Cherry to
tape special daily shows from the
latter's home station at WMAK,
Nashville. It is one of the neatest, listenable and well handled
60-minute across-the-board stints
heard via the AM airlanes here in
sometime.

60-minute across-tne-noard sums heard via the AM airlanes here in sometime.

Naturally, the show is paced in terrif and winsome fashion by the Cherry "chairm" and selling sock appeal. Here's a little guy who not only knows his patters from artist to artist but unleashes the type of gab that makes you want to hear more of Cherry and less on the music side of the ledger. The WCBR current ace is also an artist himself in knowing how to pourhis "champion Cherry" style of delivery. The affable and diminutive performer scores aplenty in that department plus his par-excellence diction and variety of high-class wordage sprinkled with that down-to-earth style that earns him added spurs.

Cherry is not the run-of-the-

vortage sprinked with that downto-earth style that earns himadded spurs.
Cherry is not the run-of-themill deejay as he wisely injects a
music message into practicallyevery platter with a unique adhib
background on the artists and
flashbacks on the events centered
around the platters. He was tops
when caught (15) over WCBR ingiving the listener a fill-in on
Ertha Kitt and her rendition of
"C'est Si Bon." along with the flip
side of "Uska-Dora." His segue
style from number to number also
rates him beaucoup raves and he
seems to spark his show with both rates him beaucoup raves and he seems to spark his show with both oldies and new ones in stellar style. Matt.

SCHILDKRAUT SIGNED FOR DUMONT SERIES

Joseph Schildkraut, Broadway and Hollywood actor, has been inked by DuMont in an exclusive contract to present and star in a dramatic series starting in the fall for Tuesdays, 8:30 to 9 p.m., immediately following Bishop Fulton Sheen.

Sheen.

He will host three of every four of the original TV dramas and star in the fourth.

Memphis — Audrey Caughey, women's commentator of WMPS Memphis ABC outlet, was the only woman spieler that planed out of here (25) to cover the Marine Air Reserve Peace time "war games," "Sailor Dan" children's show, to at El Toro, Calif. Miss Caughey will cover the event daily and airsepress tape recorded interviews for playback over her twice daily shows at 10 a.m. and 4 p.m., which is the production staffs of WOW and WOW-TV.

Radio Follow-Un

Eddie Cantor, a staunch family man, gave the nod to "Ida's relatives" (Charlie, Henry and Harry Tobias) on his NBC platter spinning show Thursday (23). The cleffing Tobiases have enough top Tin Pan Alley credits to program several strong half-hour stanzas and cousin Cantor was just able to skim through the stack on the Thursday airer. He had good pickings, though, and turned the session into a musically nostalgic half-hour. Ancedotally, too, the program was standout. Cantor's background info on the Tobias clan and the inside, stories on, how the tunes were written, all sprinkled with very humor, set, each offering in a delightful frame.

From the Tobias brothers' repertoire, deelay Cantoz culled "Miss You," "Lonesome Old Town," "Don't Sit Under The Apple Tree With Anyone Else But Me." "Go To Sleepy, Little Baby." "Sweet and Lovely." "Rose O'Day" and "Coax Me a Little Bil," That's a hard-to-beat songalog.

minute that story and "The Europe Story."

Guest on the first Latin American program was the Ambassador from Mexico, and his heavy accent made extremely difficult listening. Guestions posed by CBS newsman Bill Costello, Daniel Schorr and Don Cochran were interesting and intricate—on communism, capital funds, U. S. assistance, trade border cooperation, etc.—but unfortunately the Ambassador's answers were almost completely incomprehensible to an American listener. It was frustrating listening.

New series is planning discussion interviews with representatives of Bolivia Chile, Costa Rica. Cuba, Guatemala and Peru as well as other countries. If the accent problem is the same on the other skedded programs, the series' purpose—to present objectively a first-hand account of problems abroad from those who know the areas best—will be vitiated. It is suggested that where a similar adcent situation arises, producer Lewis Shollenberger, CBS Radio Washington director of special events, abandon the interview approach in the cause of easy communication, and perhaps have his newsmen present the story of the

Disk Jockey Review

HERBIE MINTZ SHOW

55 Mins., Mon. thru Fri., 12:05 p.m.
Participating
WAAF, Chicago

A relaxed, friendly style that
has characterized Herbie Mintz's
late night TV entry has been successfully carried over to a radio
format. The only missing ingredient is the Mintz piano pounding,
replaced here by disks.

As in the TV show Mintz seems
ever in a reminiscent mood. Drawing on a well-tuned memory and
a background of musical knowledge, he is able to spice the chatter with little incidents and anecdotes about disk artists featured.

Platter twirled are largely standards, and ranged on show caught
from Duke Ellington's "Stormy
Weather" to Benny Goodman's
"Shine." Novelty, that distinguishesit from like d.j. opuses, is the
spotlighting of an "eggnog" tune,
a Mintzism for ditties that laid an
egg and never got off the round
Also featured are filp sides of current, hit pop disks.

While probably not in quite a
hep enough vein for the juve set,
show should attract substantial
followers among the elder group,
more likely to be amicably inclined to tunes twirled and artists
involved. Commercials are in tone
with the rest of the show, sans the
hardselling pitch.

CALL ME FREEDOM
With Ross Martin, Ann Pitonlac,
Jim Boles, Andy Donnelly, Joe
Boland: Charles Leong, Richard
A. Polk; Nelson Armstedt, narra-

Writer: Don Witty Director: Joe Graham 30 Mins., Sun., 9:30 p.m. ABC, from N.Y.

ABC is tying up with the Freedom Foundation at Valley Forge in dom Foundation at Valley Forge in this eminently worthwhile new series, which dramatizes and reaffirms the ideals and principles of America's heritage. Programs are based on actual cases, the central figure of each having been a recipient of a Freedoms Foundation Award. Series, at this moment, couldn't be more timely.

Opener Sunday (26) had great appeal from its subject-matter, even if in the scripting it was a little too arch and colloquial. Stories are to be told and enacted in down-to-earth, parochial style, which has to be watched to keep from spilling over into the sentimental. Fine acting and the story overcame some script, exaggerations, to make a good tecoff.

Me a Little Bil." That's a hard-to-beat songalog. Gros.

Language proved to be an insurmountable harrier on the kickoff program last Sunday (26) of CBS Radio's "The Latin America Story." a veteran of World War II, and fourth of a series of interview programs. dealing with internal and external problems common to a geographical area. Previous series were: "The Asta Story." "The Middle East Story." and "The Europe Story."

Guest on the first Latin American program was the Ambassador from Mexico, and his heavy act.

Perhaps too much time was spent.

Perhaps too much time was spen on Leong's background and not enough on his fight against the columnist But this may have been necessary to prove the point.

Leong himself came on at program's closer to say a few simple words of appreciation that were a highlight of the airer. Richard A. Polk, Foundation veepee, also spoke birefly. Premiere program also had unusual appeal in coming just before President Eisenhower's 10 p.m. speech on the ending of the Korean War.

FRED ROBBINS SHOW With Laurie Robbins 15 Mins., Mon.-thru.Frl., 2:45 p.m. WOR, N.Y.

In 13 platter spinning years Fred Robbins has come up with several solid programming gimmicks. In this new WOR deejay series, Robbins has a new wrinkle although a n.s.g. one. He's spieling disks with the same hep intros and he's cutting interview tapes with top stars as he's done before but for this outing he's made his five-year old daughter. Laurie, his aide-de-disk, and that's where the show falls apart.

apart.

Moppet may be daddy's little darling but she's no dialer's delight. On opening show Monday (27) she impressed as a precocious toddler who should be kept away from the mike for a couple of more years at least. The daughter-dad chatter was cloying and took away good art time from the platters only two disks (Fred Astaire's "When There's a Shine on Your Shoes" and Eddie Fisher's "When I was Young") got to the Robbins' turntable.

Interview sesh, taped with Jeff Chandler on the Coast several weeks ago, was handled in okay manner. Gros.

TV 'Live' Continued from page 1

time problem so important only producers of top drawer shows could remain in business.

Frank Wisbar, producer-director of "Fireside Theatre," expressed the opinion that lack of new ideas is responsible for the slow down in the field, pointing out that sponsors are no longer interested in a format which is merely an imitation of a show already on the air.

Spokesman at Revue Produc-tions declared it's mainly a matter of money, averring that shows which draw good ratings from NY cost as little as \$7,500, far below cost as little as \$4,500, far below the average cost per telepic. Many producers said that as long as high labor costs exist, there won't be much of a switch from N,Y, to Hollywood.

Michael Meshekoff Michael Meshekoff. "Dragnet" producer for Mark 7 Productions, declared "There's a real fight on the part of network interests and agencies to keep TV shows off film. They feel film spells doom or death for the networks."

From the Production Centres

IN NEW YORK CITY .

Murray Bennett, producer-director of CBS Radio's "Time for Love," starring Marlene Dietrich, has rented the Manhattan house of his star's daughter, Maria Riva, for 18 months while the latter is away with husband William Riva making movies in Israel. Harvey Tullo, purchasing veep of Emerson Radio & Phonograph Co., to be feted as guest of honor at UJA dinner of his industry division, of which he is chairman, on Sept. 22 at the Hotel Astor. Sammy Kaye now the airingest handleader around. His band heard on four AM nets, ABC, NBC, CBS and MBS, and he also starts Aug. 8 "So You Want to Lead a Band" on NBC-TV. Joseph A. Lenn, sales veepee for WHLL, Hempstead, L. I., signed 13-week contract with Kidder-Peabody & Co., N. Y. investment firm, for weekly program to discuss Mutual Funds. Account placed via Doremus & Co.

Rosalie Allen, for 10 years femcee of WoV's "Prairie Stars" hillbilly

Funds. Account placed via Doremus & Co.

Rosalie Allen, for 10 years femcee of WOV's "Prairie Stars" hillbilly music show, will take a one-month vacation beginning Aug. 3. Leigh Kamman will pinchhit in her absence . Robert H. Silverman, formerly sales manager of WABF, N. Y. joined WQXR as account excee . Elliott M. Sanger, exec veepee of WQXR, and Mrs. Sanger, station program director, vacationing for a month at their country home in Yorktown, Heights.

Donhill cigarets inked Sammy Kaye and his "So. You Want to Lead Robert 16 feet and the country home."

Yorktown Heights:
Dunnill cigarets inked Sammy Kaye and his "So You Want to Lead A Band" to five guest programs starting Saturday, Aug. 8, over NBC. He will occupy time scheduled for departing "My Hero" film show.
Harry Feeney, CBS Radio trade press editor, to Narrowsburg, N. Y., for two-week vacation. Frank Yahner, formerly with Young & Rubicam, has joined the Blow Co. Edith Dick, WWRL station manager, staging several boat trips on Long Island Sound for staffers. Outings were held July 20 and 27, with another slated Aug. 22.
Alma Graef upped from Mutual's sales service department to manager of the net's commercial operations, with Katherine Johnson named assistant manager ... Scrapbooks and typescripts of the late Nila Mack, creator of "Let's Pretend" now available for reference in the Theatre Collection of the New York Public Library . William Perry Keats and Raphael G. Scobey have joined the ABC legal staff, with Felix Kent resigning to go with firm of Lawler and Rockwood . WWRL expanding its newspaper tie-ups via reciprocal promotion agreements with foreign-language papers.
Hal Jackson, Negro deejay, takes over reins of WABC's all-night, cross-the-board "Birdland, Show" this week ... Ellen Muir into 'Aunt Jenny' cast Friday (31) and Monday (3). John B. Hayes named manager of Mutual-WOR recording division of General Teleradio Inc. Robert P. Murray, from Branham Co., has joined the Katz Agency on radio sales staff.

IN CHICAGO . . .

Burr E. Lee, formerly of ABC, to Schonenfeld, Huber & Green agency as account exec ... Eileen Parker from Gotham to "Breakfast Club," replacing exiting Pergy Taylor as ninth femme chirp in show's 20-year history ... WGN flack Gloria Workmaster elected state secretary of Ill, Chapter of American Women in Radio & TV ... Studs Terkel to emcee 90-minute "Sounds of the City" cross-the-board in 11:30 p. m. slot at WENR starting Aug. 4 . .. Michael Muckley from district sales mgr., Hallicrafters Co., to New York office as eastern factory rep ... Pat Gallicchio emceeing "400 Hour," late Norman Ross' morning disk show ... Howard Miller's morning d.j. stint at WIND now starting at 6:35 a.m., half-hour earlier than previously ... John A. Miller, formerly with CBS here, to exec producer staff with Herbert S. Laufman Co. ... Stewart & Ashby Coffee renewing 52 weeks of cross-the-board five-minute news spots via WMAQ through Roche, Williams & Cleary ... CBS Radio's "Church of the Air" to originate from WBBM Aug. 2 with Rabbi Henry Fisher of Congregation B'nai Zion featured speaker ... WGN d.j. Fred Reynolds selling private collection of several thousand 78 rpm disks ... Breakfast Clubber Johnny Desmond headlining Chicago Theatre stagebill Aug. 7 for two weeks ... Newsman John Holtman emceeing semi-classical disk show on WMAQ each Saturday morn in the 8 to 8:30 slot with John M, Smyth Co. bankrolling.

IN PITTSBURGH . . .

Harrison W. H. Eagles appointed news and special events director for WKJF-TV... Clint. Prewett, in charge of WCAE-FM tower for last 11, years, joining WENS engineering staff... KDKA has granted Si. Bloom, of its continuity staff, permission to script the new Buzz 'n' Bill evening teevee show. Barry Kaye, WJAS disk jockey, will m.c. a series of Friday evening Teen Age dances at the Royal Ballroom beginning early in September. Gunnar O. Wiig, new executive veep of KQV, has bought a home here and will move his wife and son, Jon, 15, here from Rochester, N. Y., next month... John Gibbs has been named program director at KQV..., James Guffey, veteran pilot of 330 jet missions in World War H and Korean War, added to the WDTV engineering department... KQV manager James Murray named to the board of the Catholic Theatre Guild... KDKA newscaster Paul Long lost his Stinson Voyager in a big fire at the old County Airport... Phil Davis, head of WCAE continuity department, has taken his family to Gorley's Lake near Unionlown for a vacation. Robert L. Stevenson has been appointed president of the Advertising Syndicate of America. He replaces Joe Jenkins, now commercial manager of WKJF-TV.

Northwest Radio-TV News association appointing a committee to govern relationship of newsmen and law enforcement officers. It will work with peace officers' associations and individual police departments and sheriffs' officers. As code's need, Allen Forbes of radio WCCO, association's president, cited recent instance in Lake Geneva, Wis, where two police officials came to blows in a dispute over giving out police news... WTCN radio carried four daily on-spot program coverages of St. Paul Open golf tournament... TV's Randy Merriman and Roxanne, back in home town, rode in big night parade of Aquatennial, local summer mardi gras... John Carlbom, 74-year-old local maker of saddles, bridles and harness since 1931, says that when auto began replacing horses, friends told him he was "through." But, he declares, business has been booming since TV started pint-sized cowpokes to action. Parents of the small fry Hopalong Cassidy fans keep him busy supplying their offsprings with cowboy outfits and paraphennalia, explains Carlblom... In interstation baseball game, WCCO radio defeated WCCO-TV 12 to 6..., General report at National Federation of High School Athletic Delegates' meeting stressed hurt being done by TV to state high school basketball tournaments.

IN CLEVELAND . . .

Bick Drury, WSRS disker, added a WEOL stint . . . Meg Zahrt, WGAR women's director on Long Island hiatus . . . WGAR disker Bill Mayer originated "Mayor of the Morning" cutie from Cleveland Mayor Tom Burke's office . . Bob Horan, WNBK news writer, wrote and produced half-hour TV show on Ohio National Guard maneuvers Carl Ziegler leaves WNBK for executive producer desk at WKJF-TV . . . Bernice Parks skedded for Press Club Page One appearance, Oct.

(Continued on page 32)

Tele Follow-Up Comment

Arthur Godfrey, seated barefooted in front of his Beacon Hills are not inexpensive, and this forward farm, swathed in a Trumanstyle dappled sport shirt and exhibiting an extra coating of freckles, was back on his "Talent Scouts" show Monday (27), his first TV appearance since his operation. Except for a few extra worry lines cross-hatched under his eyes, he looked fine. His return was obviously an occasion freighted with human interest, and he made the most of it in what may have been the most moving performance of his career. Once again, he demonstrated that he is unexcelled as the informal showman versed in the seeming artlessness of playing on mass emotions, as though creating a tone poem of sympathetic rapport.

Runse that he used on this show are not inexpensive, and the use have entire here. I have not inexpensive, and this forward perfect here is the original people. Here is the presently best with a multitude of problems as was evidenced on Sullivan's initial presentation.

There was one film-clip of Sullivan's initial presentation.

Eddie Albert and Margo (Mrs. Albert) gave Jinx Falkenburg's have a real lift with his suave comedy style and her authentic background. Like Miss Falken-background. Like Miss Falken-

By use of the split-screen techique, he was able to communicate
ith the scouted talent who apeared in CBS-TV's Studio 50 in
few York (Dennis Love, baritone,
iping the classical "Prolog"; Mary,
iou Martin, pop thrush, warbling
The Gypsy In My Soul"; the Four
Vinstons, who deservedly won forneir harmonizing of "I Believe"),
ut the performers were entirely
ubsidiary to the spectacle of seeng the extraordinary Godfrey in
ction as a man just seeming to
ct like himself.

He skimmed from one mood to

act like himself.

He skimmed from one mood to another with consummate ease. He was the fellow eager to confide about his operation: "I'm recuperating wonderfully, but I can't climb the stairs yet." He was the gossip, apologizing for his haircut given him by the barber down the way who also runs a garage: "Holy catfish! I look like a grease-ball." He seemed close to tears as he thanked his thousands of votaries for praying for him: "I know what prayer will do—it works." He appeared profoundly touched as he mused it was the first full day in three years when none of our Korean boys faced death: "Gee, that's wonderful."

It was good to have him back.

Ed Sullivan's return to his accustomed spot on CBS-TV "Toast of the Town" Sunday (26) also marked the start of a variety show policy comprising bits of legit hits and sketches instead of the usual run of variety performers. From the looks of the first attempt at this type layout, it seems a difficult format to map out successfully. Pacing becomes an extremely acute matter. On the initial show, only three sections of the bill had been presented during the first half hour. Sullivan's audiences are accustomed to more action than that.

However, that which transpired

that.

However, that which transpired before the cameras was likeable. First was Rosemary Clooney's larking of "Boy Wanted" with a cityroom background. She is a top singer. This is followed by the Farley Granger delineation of the lead role in "John Loves Mary" with Hildy Parks and Ray Walston in support. It's a pleasant and likeable section and it leaves a nice glow, but at that point in the program it appeared to be too wordy. The long exposition in the segment by Isabel Bigley and Bill Hayes, the leads from "Me and Juliet" in a scene from that show, also took some of the necessary speed out of that bit, but the voices and music and general theme of that piece were much on the okay side. Hayes, no stranger to video because of his long run on "Your Show of Shows." showed up excellently as the slage manager giving Miss Bigley's her directions. Miss Bigley's her directions. sh. snowed up excellently as slage manager giving Miss Big-her directions. Miss Bigley's e was warmed considerably by Rodgers & Hammerstein mi-She did "No Other Love" and Your Girl." while Hayes' con m Your Girl." while Haves' con bution was "Big Black Giant," ferring to the audiences at thea es. There was another section om "Me and Juliet." Joan Mcon "Me and Juliet." Joan Me-av." a sprightly multi-tempoed ecc in which this premiere dan-use dressed up with square dance and apache interpretations among hers.

Eddie Albert and Margo (Mrs. Albert) gave Jinx Falkenburg's, NBC-TV midday stint last Wednesday (22) a real lift with his suave comedy style and her authentic background. Like Miss Falkenburg (Mrs. Tex McCrary), Marge is an ardent Hispano-American and their chitchat, her Latino songalog and Albert's kidding on the guitar ('I came totally unprepared') tied in patly with the McCrarys followup to their post-Castellana Hilton (Madrid) junket. Tex & Jinx have been full of the Spanish atmosphere, following their TWA quickie for the premiere festivities of the new Hitton hostelry in Madrid. Their closeups on the Yank personalities, in contrast to the local color, made good radio as it did on TV. (Apparently a sizeable segment of their publicmany. Americans can never understand bullfights—took them to task for their too graphic detailing of many Americans can in stand bullfights—took them to task! for their too graphic detailing of the gore that goes with the matador sport, but another equally partisan group apparently liked their reportage of the Madrid event.) Barcelona-born Miss Falkenburg, of course, was very much at home on this quickle mission to Madrid, and both came away with some excellent copy; closeups on and taperecordings with Robert Ruark, Gary Cooper, the Richard Hallidays (Mary Martin) the festivities, the press coverage, and the like.

SHOPPING WITH O'RILEY With Patrick O'Riley, Lee Phillip,

With Patrick O'Riley, Lee Phillip, guests
Director: Don Norton
Writer: Larry Gutter
15 Min., Mon.-Fri., 3 p.m.
Participating
WBBM-TV, Chicago
Two very capable emcees lift this quarter-hour to a cut above the average chitchat show offered for housefrau consumption. Patrick O'Riley has the plus advantage of a good singing voice that brings variety to the straight interview format.

Idea of the show is to present a

format.

Idea of the show is to present a shopping "expert" who give tips on best buys for homemakers. Show caught featured buyer from a local department store chain who demonstrated new gadgets designed to save closet space. While interesting enough to hold attention net

onstrated new gadgets designed to save closet space. While interesting enough to hold attention, net result was a lengthy free commercial for store's products.

O'Riley and his femme assistant, Lee Phillip kept the interview moving along rapidly and seemed completely unaware of the camera. Male half of the act warbled oldic, "It All Depends on You" to pianogran accompaniment in casual, effortless style. All things considered, it was a fast moving, easy to watch 15 minutes. Jack.

'Wharf,' Nixed by NBC, Now Peddled by Ashley

Now reddled by Ashley
With NBC-TV having decided
on its upcoming daytime soapers.
Charles Powers, who produced, directed and owns "Fisherman's
Wharf," one of the properties that
was kinnied for the network, has
turned the package over to Ted
Ashley Associates to peedle.
"Wharf," one of the finalists in
the NBC considerations, was reportedly nixed because of its rural
background reason being that
"Hawkins Falls" provides enough
rural tone for the web. Series is
written by Ruth Adams Knight.

PHOTOQUIZ
With Bob Ryan
Producer-director: Kenn Barry
15 Mins.; Mon.-thru-Fri., 12:45 p.m.
COCA COLA OF MPLS.
KSTP-TY, Minneapolis
This is a Look advertised nonstudio audience quiz show syndicated by Telenews which furnishes
the film news clips used as clues
for contestants whose names are
chosen at random from the phone
book and who if called, receive
cases of cole and also have the
chance to win from \$10 to \$30 in
cash by answering a simple question correctly. Before mswering
they're told, to turn on their TV
sets if they're not already dialed in
so that they can get movie clues.
They misst answer within 15 seconds thereafter while a row of
coke bottles is being lined up. As
a further inventive to buy the
drink, dialers are informed that

a program with many devices to stimulate the sponsor's product sales.

sales.

KSTP-TV's Bob Ryan, who does the telephoning quizzing and commercials, is, a breezy, friendly, smiling chap who handles his yellow. smung complete the control of charm for the housewives who tune in. He starts off by getting the name of the telephonee's coke dealer. In all three instances at show caught, those on the line's other end were women. If the contestant is unable to answer the question the \$10 cash is added for the next one so that the total may vise 10.\$30. Rees.

rise to. \$30. Rees.

SUMMER SCHOOL.

Production Direction Supervisor:
Charles Vanda
30 Mins.; Mon.Fri., 4 to 4:30 p.m.
CBS-TV, from Philadelphia
CBS Television's award-winning
"Summer School" series is almost
a sure bet to win repeat honors
this year.
The school now in its second
semester, has expanded its curriculum and added new visual-education techniques. This year the
classes are set in an open air classroom with 50 students between
the ages of nine and 12 from the
Lower Merion School District participating in the program.
The nine-week series features
leading scientists, scholars, and
educators in 45 telecasts designed
as a survey of man's progress in
his search for knowledge of himself and his environment. This
week's lectures, the third week in
the series, features "Man's Conquests." The opening talk was
given by Willy Ley, advisor to the
U. S. Government on rocket research.

Foreign TV Reviews

THE GOOD OLD DAYS
With Eric Williams, Margery Manners, Joan Sterndale Bennett,
Pamile Can-Can Dancers, etc.
Don Gemmell, Emcce
Producer: Barney Colehan
Director: Derek Burrell-Dayis
50 Mins.

by Innster Joe King, while Geoffrey Hibbert impersonated Jac-Pleasants, bowler-hatted, old-type comedian singing "I'm Shy, Mar-Ellen," and getting customers to join in happily. Alyn Ainsworth orch did adequate showbacking. Gord.

LINGO
With Sidney Andorn, guests
Producer: Sid Andorn
Director: Bruce Standerman
30. Mins: Tuesday 9:30 p.m.
Sustaining
WXEL, Cleveland
The fertile brain of Sidney Andorn has come up with this copyright television show in which the home andience is asked to participate. Audience can secure, at no cost, a board similar to bingo cards from the station. However, instead of numbers, each earth has letters. Andorn, who emeces the show, pulls letters from a box and first viewer to spell out a word calls the station to receive a prize. Duplicate card is kept at the station which can check with viewer's word. Cards are traced through individual numbers. The of word that'll win can vary from three-letter to boys' name, cities, minerals, etc.

In posening stanza, Andorn re-

quests." The opening talk was given by Willy Ley, advisor to the U. S. Government on rocket research.

Ley opened his lecture with a brief thought or two on the principles of rockets and them made excellent use of a film clip from the pic "Destination Moon." He also gave added emphasis to his points by demonstrating how rockets actually work, using models of different types of rockets and using blackboard drawings.

Program moves along at a free and easy pace and spontaneous questions put to the lecturer by the students blended in very well with Ley's talk. Timing was excellent throughout.

The idea of having a separate session each such as outlined in the "Summer School" program was conceived by Charles Vanda vice president in charge of television for WCAU-TV and one of the real live. Wires in television foday Program is produced-directed by the WCAU-TV and one of the reality of the WCAU-TV and opening the WCAU-TV and program reaches its goal—that educational programming can be dramatic and captivating, as well as Instructive—is putting it mildly.

ABOUT BRITAIN

ABOUT BRITAIN
Producer: Stephen McCormack
Writer: Peter Hunt
60 Mins.
BBC, from Edinburgh
TV cameras essayed to present
an hour's video picture of the
beautiful dignified. Scot capital
but fell down on the job through
to great a concentration on historical aspects of the city, of interest only to history addicts.
Throughout stenza there was too
great an emphasis on the storied be very natural, unaffected, arispast of Edinburgh and viewers to create manner in discussion above. others.

Van Heffin's excellent interpretation of the top moment in The Shrike' was a heavy inertion in the midst of galety. In this scene Heffin realized that his wife (played by Isabel Bonner) from whom he is separated, is tryling to railroad him into a permangent position in an asylum. The listifonics were tops. Other bit was by Miss Clooney who, similarly, gave a top account of herself in "Stick With Me".

Sullivan has taken unto himself a difficulties in this type of presentation, he'll described with the strip of the results of the control of the control of the sports field proposition in the midst of galety. In this scene Heffin realized that his wife (played by Isabel Bonner) to the sports field and hoved, the famous Forth Bridge, law courts and the universal name of the famous Forth TV cameras essaged to present an hour's video picture of the support of the strip and hour's video picture of the support of the supp

STEVE ALLEN SHOW With Steve Lawrence, Dixon, Bobby Byrne Orch Dixon, Boddy Byrne Oren, C., Producer: Johnny Stearns Director: Dwight Hemion 40 Mins, Mon.Fri., 11:20 p.m. KNICKERBOCKER BEER WNBT, N.Y.

Title GOOD OLD DAYS
With Eric Williams, Margery Manners, Joan Sterndale Bennett, Pamile Can-Can Dancers, etc., Don Genmell, Emece
Froducer: Barney Colehan
Director: Derek Burrell-Dayis
50 Mins.
BBC, from Leeds, Eng.
Oldtime English vandeville, as done in period 1900 to 1912, was subject of this teleoast, direct froin stage of historic City Varieties the atre in Leeds. Eng. Pairly effective attempt was made to recapture gatety and verve of nostalge days, complete to noisy audience, been diminist emece, hecklers, and old time choicases. Specially invited stubbolders were garbed in Edwardiam rigout, with high wing collars, caps, frills, etc.

Don Genmell, proved a strong emece, controlling order and announcing aget from a seat on the stage. His gabbing was loquacious as befitted music-hall period, being broken up-by interruptions from audience in stalls, circle and boxes, though one cuistomer who attempted to sing was too genteei in dress and manner.

Generally, audience was effect tively portrayed, cameras catching some authentic-looking shoits of the Edwardian-style customers in bey day of ye olde English vande world, before hypo-jag of U.S. acts was necessary.

Margery Manners portrayed late Florric Forde, English vande world, before hypo-jag of U.S. acts was necessary.

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Margery Manners portrayed late Florric Forde, English vande world, before hypo-jag of U.S. acts was necessary.

Margery Manners portrayed late Florric Forde, English with mach comedy business of spouting water and slapping faces, from Pop, White & Slagger trio. North-of-England comedy was represented by furnister Joe King, while Gooffrey Hibbert impersonated Jack Pleasants, bowler-hatted old-type comedian singing "Tim Shy, Mary Ellen." and getting customers to bright and contends was represented by furnister Joe King, while

niques.
This presentation shows more of the Dave Garroway influence than the Jerry Lester touch. Perhaps more of the Steve Allen style would be the necessary ingredient to catapult this layout into the hit class for Knickerbocker beer, which picks up the bankrolling two nights after Monday's (27) preem, Jose.

HIGHLIGHTS OF THE NEWS
With Dorothy Fuldheim, guests
Producer-director: George Anthony Moore
15 Mins, Mon.-thru-Fri.
DUQUESNE BREWING
WEWS, Cleveland
(Walker & Downing)
Dorothy Fuldheim carries with
dignified charm the distinction of
being one of the first if not the
first woman news commentator in
midwestern television. Of evengreater imports is her ability to
bring her editorial comment to an
audience. An extensive background, dating to the platform lecture days of Jane Addains, includes numerous visits to foreign
lands; interviews with world
famous officials, and a vasf news
hackground that is Stillfathy wowen

She uses a minimum, of notes, but could, perhaps, make, greater use of visual material, when touching on the news items of the 'day. She 'is, willing to douch on provocative' subjects, and makes' no preferose that her program is, an editorial starga as she sees it.

editorial stanza as she sees it.

Frequently, she'll interview a personality who is in Cleveland at program-time, or a local name in the news. Producer George Moore handles stanza deitly. Only icristant is permitting Mrs. Fuldheim to do a live middle suds conversion. Mark.

responding weeks with nave corsages for winners, Besides panel.
Andorn proposes to use live studio audience. Assisting Andorn Nauey With Bud Palmer, guests With Bud Palmer, guests Producer-Directors Warren Lacober on brackboard, etc. Production and lighting good.

Mark

What an excellent job he make of the sports of the sports of the majorned audience of the sports of the sport

Station Reps Protest to FCC Webs' 'Sledgehammer' Move Into Spot AM-TV

The Station Representatives Assn. Inc., spokesman for 16 station reps. last week filed a legal complaint with the FCC, protesting the "sledge hammer force" tactics of both NBC and CBS in encoching on national spot radio-

Through the legal firm of Fly Through the legal firm of Fly, Shucbruk & Blume, SRA squawked that the webs were using station affiliation as a bait for "forcing independent stations to yield control of national spot competition. The very weakness of the bargaining jawer of an individual station renders it helpless against this force."

ienders it helpless against this force."

SRA heefed that the FCC had not conducted the "general network investigation" it had promised, following SRA's charges ladged before the commission in 1949. New spot encroachment by the webs since then, it said, made it necessary for the FCC to eliminate this growing "station control" now, before it becomes an "industry fix ture."

As an example of "complete dis-

now, before it becomes an "industry fixture."

As an example of "complete distregard" for the FCC's tenets on a "freely competitive industry." SRA cited the fact that NBC-TV had recently acquired national spot 10 presentation of KPTV, Portland, KONA, Honolulu, and KSD-TV. St. Louis; while CBS-TV had done similarly for WMBR-TV. Jackson-ville... Ela., and KGUL-TV. Houston-Galveston. Similarly, it cited NBC-Radio's spot repping for KGUL-TV. Houston-Galveston. Similarly, it cited NBC-Radio's spot repping for KSD, St. Louis and KGU. Honolulu, and CBS-Radio ditto for WMBR, Jackson-ville.

ambasting the webs' move into Lambasting the webs' move into vidilm distribution, SRA com-plained: 'Contrary to the statutory definition of network broadcasting, the networks force the recognition of this service as 'network broad-casting', station revenue is dimin-ished accordingly and licensee re-sponsibility further impaired."

WTAR Vs. NBC

Continued from page 29

"NBC has stated that it will not "NBC has stated that it will bot, despite the wishes of the sponsor and the certain clamor of the public, permit the World Series to be carried on WTAR-TV as well as on WYEC-TV. The monetary phase of the matter is insignificant, but the same may not be said of the public interest."

same may not be said of the public interest."
Advertising identification of WVEC-TV, which has its studios and transmitter in Hampton, Va, as a "new felevision station for Norfolk" and as "the new Norfolk affiliate of NBC Television" was also attacked by WTAR. "Conceivably," said WTAR, "the Commission may not be interested in what advertising representations may be made by any station as long as it properly designates itself over the air. However, the fact that WVEC-TV is so widely and expensively publicizing itself as a Norfolk station and a Norfolk NBC affiliate may well indicate an intention so to designate itself for all purposes. Certainly, from the Commission's standpoint it must be a Hampton station, with auxiliary studios in Norfolk, if, such this is a standard of the cultimately be."

WNYC News Pickups For Canada Listeners

Fer Lanada Listeners

iEE?S contwyp shidh vbgkej, and

Seymon Siegel, director of

WNYC, this week completed arangements to permit the Canadian Broadcasting Cerp, to originate daily news programs out of
the N. Y. municipally owned station. Arrangements were made
with John John Dunlon, head of
CBC's International Service.

Siegel said the move was designed to further cement international broadcasting relations.

WNYC already buoadcasts CBC's

"Over the Back Fence," a review
of Canadian press opinions.

New Britain, Conn. — Charles Bell, Jr., account exec at WNHC. New-Haven-for-the-past-year, was named sales manager of WHAY. New Britain's Italian-language operation, by Aldo De Domincis, general manager of both WNHC and WHAY.

we Into Spot AM-TV

GBS Golor Plans

Continued from page 28

said, special color equipment will have to added to an existing station to insure best possible color transmission. Equipment includes a color stabilizing amplifier, gamma amplifier, color monitor and several modification kits.

Cost of such equipment will be available early next year. For a local station to originate slide and film color programs, an additional \$68,500 worth of special projection equipment must be added. To originate live talent shows from its own studios, an existing station must add color studio cameras and switching equipment, at a cost of have such equipment available by the end of 1954.

Sylvania Electric Products, Inc., which urged the FCC to authorize the NTCS color system, estimated it would be able to produce "substantial quantities" of color tubes within six to nine months after FCC's okay.

On the set front, it was expected that color sets next year will cost from \$800 to \$1,000, with about 50,000 sets selling at those prices in 1954. Color sets prices; it's an iticipated, will be reduced rapidly with the broad set should be able to produce "substantial quantities" of color tubes within six to nine months after FCC's okay.

On the set front, it was expected that color sets next year will cost from \$800 to \$1,000, with about 50,000 sets selling at those prices in 1954. Color set prices; it's an iticipated, will be reduced rapidly with the broad or set sold.

The petition of the NTSC requesting adoption of its standards, followed by supporting petitions from able to supporting petitions from able to produce at sold in the formal petition of its standards, followed by supporting petitions from Philco Corp., CBS announced it evolute the NTSC system beginning Sept. 15. A month ago, RCA petitioned for proceedings to authorize its system besed on NTSC standards.

It's likely that other manufacturers who have participated in NTSC panels will follow suit in NTSC panels will follow suit in NTSC panels will follow suit in NTSC panels

On the set front, it was expected that color sets next-year will cost from \$800. to \$1,000, with about 50,000 sets selling at those prices in 1954. Color set prices, it's anticipated, will be reduced rapidly with a 21-inch-screen color set selling for about \$300 by 1957, with black-and-white sets finished as volume sellers at the point when color sets are only 50% higher than the monochrome models.

NTSC Color Up For Early Action

Washington, July 28. With three major TV manufac urers and the all-industry tech turers and the all-industry technical group, National Television System Committee, endorsing the NTSC compatible color TV standards, prospects for early action by the FCC have advanced measurably. It's expected that the Commission will consider the subject next week and that some decision in the way of official tests of the new system will be forthcoming. In view of the apparent manim-

mission will consider the subject next week and that some decision in the way of official tests of the new system will be forthcoming. In view of the apparent unanimity of the manufacturing—and broadcasting—industry in supporting the NTSC standards, fast procedures by FCC in authorizing commercial use of the system are now anticipated. Once the agency's engineers are satisfied with the merits of the system, it's likely that the Commission will call for

comments on the various petitions which have been received to adopt the standards. Unless there is serious opposition, extensive is serious opposition, extended the control of the

for adoption" for commercial color-casting, replacing the present in-compatible CBS color standards. The new system, said Baker, would serve the immediate public inter-est by "encouraging intensive development work on apparatus, with keen competition among companies

keen competition among companies insured by the possibility inherent in the proposed standards for variations in apparatus design."
For the long range, Baker said the NTSC standards would allow for "assured growth potential" comparable to that achieved by the present black and white standards,

Skiatron's Shanahan To Coast on TV Station Tie

Preparatory to making the Sub-Preparatory to making the Superscriber-Vision pay-as-you-see TV pitch to the studios, Skiatron has sent W. S. Shanahan, its chief engineer, to the Coast to make a preliminary survey and, if possible, tie up with one of the local TV stations.

Inside Stuff—Television

The Television Writers of America, indie union which won NLRB-jurisdiction over freelance network writers, has opened a New York office at 130 W. 42nd St. Joan La Cour, TWA exec secretary, has been handling the N. Y. membership drive. With recent change in the constitution to include radio, the TWA is pitching one broadcasting union at AM and TV writers, with a serious dent expected to be made in the ranks of the Hadlo Writers Guild of the Authors League of America.

America.

An executive sceretary for the eastern region will be hired within a week, with Miss La Cour then returning to national headquarters on the Coast.

Plans for a complete national and local remeasurement of TV ownership (VHF and UHF), designed to update data by counties and groups of counties with 10,000 or more families, are being offered by A. C. Nielsen Co. to the TV networks for joint sponsorship.

The 100,000 home area probability sample set up for Nielsen Coverage. Service measurements will be repolled to determine changes in TV ownership since May, 1952. Research is planned for early fall after the return of winter TV schedules. Reports will be available about Jan. 1, covering November ownership. Interviewing will be handled by Nielsen field staffs.

Producer-writer Tom Menkel of WCBS-TV's "The Port is My Story" left for Europe Friday (25) on the Holland-American liner Nieuw Amsterdam to make a series of three programs on trans-Atlantic ships which use New York's port facilities. It's accompanied by CBS-TV camerantan Harold Classon.

Series will show what happens to American cargo carried on cross-ocean passenger ships when cargo reaches Europe, a passenger's life aboard an Atlantic liner, and a film profile of a skipper.

"War of the Worlds," the Paramount Technicolor version of the H. G. Wells work, will be advance-plugged by 75 spots over WCBS-TV, N. Y., 10 days before the pic opens at Brandt's Mayfair either the 12th or 19th of August. Spots run in length 10 and 20 seconds, and a minute.

Pic order puts CBS' New York flagship, in the first seven months of 1953, over last year's total of film spot ads.

From the Production Centres

30. Bill McColgan, WGAR sports director, rumored to do play-by-play telecasts of Cleveland Browns. Ham Shea, NBC general manager, vacationing in the east. Ditto Bill Dix, WTAM sales manager John F. Patt, WGAR president, has purchased token share of stock in Browns. WJW's Howard Lund staged disk promotional show from aboard navy submarine in Cleveland harbor. Bob Neal, baseball TV, spieler, took first prize at Brown's golf outing with borrowed clubs after some one stole his clubs. WHK's Bill Gordon completed his annual "Miss or Mrs. Radio" contest with the selection of 19-year-old Joan Herman. Jacci Roberts named manager of the Rowell-Kelly radio-TV enterprises.

IN PHILADELPHIA . . .

IN BOSTON . . .

Rod MacLeish, WVDA newscaster, scooped all local scribes when he wangled a taped interview with former Pres. Harry Truman on his arrival here to attend funeral of ex-governor Maurice J. Tobin. Interview, obtained by sidestepping accompanying FBI men, was broadcast during station's regularly skedded early a. m. newscasts. John H. Elmore, WBZ transmitter operator since 1934, has been upped to supervisor of station's AM transmitter. Nona Kirby, former general sales manager of WLAW and one of founders of local Radio Execs. Club, has organized the Nona Kirby Co., TV station reps. Actress Marilyn Mitchell has joined WCOP, as narrator and hostess of the moppet show. "Young Timer's Club". Nancy Dixon, for the past eight years WEEI gabber, ankles that station Aug. 15 to take over a daily hour long TV show at WJAR-TV . Ray Barron has taken over as publicity chief of WCOP.

WMGM 'Caravan'

origin, giving it a high July Pulse rating of 3.6. Why "American-Jew-lish Caravan of Stars" should be heard by 55% of all N.Y. Jewish homes is understandable, but its appeal to other groups is more difficult to fathom.

Sports Sectarianism
One Catholic fan aptly described it as "not-really-sectarian." Katz elaborates, "The flavor may be Jewish, but it's all understandably American. And the fast-moving pace of the revue offers universal appeal."

Caravan" scripwriter Sam Dann

pace of the revue offers universal appeal."

"Caravan" scripwriter Sam Dann roman and the series, "Dear I Margie, It's Murder") explains the show's interracial popularity this way: "It's a blend of sentiment and intellect. We put the revue together with spit and Scotch tape, since I the bulk of the budget goes to guest stars and the 14-piece orchestra, and so we strive for ingenuity. We try especially to emphasize the individualistic charm of Jewish folk lore."

It may be that many people like it because as much as 18 of each 60 minutes is devoted to original ballads and sketches, quite apart from the material used by guest comics. These bits are written by Dann and musical director Abe Elisten, creator of most of the 2d Ave. legit Yiddish musicals and whose talented wife. Sylvia Regan, authored Broadways. "Fifth Scason." Their ballads for "Caravan," hear such intriguing titles as "Sour Croam Stomp." "Stenographer's Sonata, a takeoff on NY, s subway lines, "The Irt, The Bint, and the Ind," and a lampoon of Tin Pan Alley, called. "Hock A Chinaik To Me, Baby."

Another novelty of the show is its regular dramatic tinale, draw a lawckeround of original music. These sketches have been based on Yiddishism's from Henry L. Mencken's "The American Language." New Yorker critic Alfred Kazin's nostalgic book. "A Walker in the City." and the literary works of Judah Loeb Peretz and Israel. Zangwill. Dramas have paid tribute to the late editor of the Jewish Daily. Forward, Abraham Cahan, but they've also extolled Carl Sandburg, Mark Twain and Gerrurde Lawrence.

"At the beginning, guest peromers with name value were reuctant to appear on the show," recomes with name value were reuctant to appear on the show," recomes with name value were reuctant to appear on the show," recomes with name value were reuctant to appear on the show," recome content to appear on the show," recomes with name value were reuctant to appear on the show," recomes with name value were reuctant to spear of the show," recomes with name value were reuctan

"At the beginning, guest per-ormers with name value were re-uctant to appear on the show," re-calls Katz. "They thought it might

Indeed, he regretfully had to turn down several veterans of the 2d Ave. Yiddish theatre; their experience had made them visual pantomimists, which would of course, be wasted on radio. "In Yiddish legit," explains Katz, "a shrug speaks a whole vocabulary."

Several singers annear regularly

shrug speaks a whole vocabulary."
Several singers appear regularly on each show to give it a dash of Jewish sentimentality. There are the Barry Sisters, Claire and Merna (skedded to begin a two-week song-and-dance routine with George Raft at the Flamingo, Las Vegas, on Aug. 27); they warbled on a Victor disk "Dem Neyen Sher." the original title of Ellstein's "The Wedding Samba." and they do a bouncy piping joh on such Anglicized Yiddish ballads as "Bei Mir Bistu Shein" and "Joseph, Joseph."
There is also rich liturgical sing-There is also rich liturgical sing-ing, in English, Hebrew and Yid-dish, by Moishe Oysher and Jan Bart.

Katz says WMGM has had inquiries from those wishing to package the show for TV or to take it on the road in the manner of "Borscht Capades," but the station is reluctant, as long as it is so productive in both revenue and presented. Whethering a buy it win a ductive in both revenue and prestige. Illustrating why it won a kudos from Variety's Showman-agement I' rick last year for "promoting gealer interracial and Jewish cultural understanding" is this letter the program received recently from a Mrs. Ruth Mon of Henry St., NY..

"Every Sunday afternoon I have a large meeting in my home of which I am president. We stop to listen to your program Most of the women, including myself, are mixed in blood, half Chinese and Jewish. We are all kosher."

Ted Hardy's KBTV Post

Denver, July 28.

Ted Hardy has taken over at KBTV's publicity and promotion, manager, replacing Norman Larson, who left to go with KMBC-TI Kansas City.

Assuming the position of continuity editor is Mrs. Beverly Smith, formerly women's editor of Tadio Station KGNC, Amarillo.

Increase of KBTV's wattage,

rease of KBTV's wattage, 12,000 to 120,000 watts of

Will Community TV System Fall Before It Rises? 200 at Stake

erating community television sys tems-wired or closed-circuit fee-TV set up in small towns where distance or mountainous terrain make reception impossible. Yet despite their optimistic banding together into a two-year-old Nation-at Community Television Assn., headed by prez Martin F. Malarkey, Jr., of Pottsville, Pa., some Cassandras are already predicting woe for the infant industry.

One of the doom-criers, oddly enough, is Murray Borkon, himself operator of the newly-established closed-circuit Community TV Systems, Inc., in Florence, S. C.

tems, Inc., in Florence, S. U.

"Now that so many new channels are coming on the air," fie said this week, "a great humber of fringe' or inaccessible towns that have been operated as community systems are in trouble. Lessening of distance from that town to new channels—and even new channels going out in the same city—obviate the need for these systems, hence going out in the same city—buviate the need for these systems, hence obsoleting them. In the same sense prospective community, systems will not be started, because there will no longer be any need for

them."

At the same time, Borkon sees hope for the budding field in the fact that there remain "scores" of towns of 10,000 to 25,000 population that will probably continue outside the orbits of normal expectancy for station telecasts. That's because the towns are in what he calls "nulls or void spots"—terrifories where the terrain is flat, and thus there are no high areas from which a channel signal could be pulled. could be pulled.

Claude E. Reinhard, of Palmer ton, Pa., secretary of the National Community Television Assn., points to his group as a sign of the field's rapid growth. A year ago it had 35 members from the 95 operating 35 members from the 95 operating community system companies in the U.S. Now it has 63 members from the 200 operating companies, and at the NCTA's convention in the Park Sheraton Hotel in N.Y. last month, it registered 72 CT systems, 13 manufacturers, three distributors, four trade publications, and 12 general interest groups. This week, it began issuing to its members a monthly bulletin to keep them abreast of legal and technical developments (though the FCC as yet has no jurisdiction over their operation). over their operation).

Advertisers and vidilm syndicators have begun to show keen interest in community TV, according to Jack R. Davis, general manager of the year-old Green Mountain Television Corp., Burlington, Vt. Levis et al. 1997, but the system now supplies two chamlels to his paying subscribers, but by early September he will add an additional closed-circuit channel, which will feature local club, sports and news programming.

"We plan to purchase two came"

"We plan to purchase two cameras, two projectors, two slide projectors, tape recorders, plus other items common to TV studio stations," Davis says. "We will have a roving cameraman take on-the-scene pictures. We've made arrangements to get film from viditin companies who are inversed. film companies, who are very en-thusiastic about closed circuit, Merchants here are backing closed-circuit 100%, and they've even reserved time to be spon-sored by them."

sored by them."

Borkon, who charges South, Carolinians \$3.75 monthly for his closed-circuit system and claims a potential 9,000 subscribers in Florence (pop. 25,000), is planning an ambitious programming sked. He plans to program nine hours daily, seven days a week, of which more than half will be live, largely deejay shows, local bands, local news and school programs.

He says he has already purchased feature western films and plans to show free industrial films. "We hope to get national spot ads

We hope to get national spot ads announcer and farm programming soon and maybe some network staff member. Campbell started films or kines," he says. "I've been with WLS in 1929 as a fiddler-in touch with CBS, NBC and ABC. singer, billed as "Dynamite Jim."

They all are interested but wary. He has served on several stations of the effects of union problems, in the midwest in a farm program-

to begin programming himself, using purchased DuMont camera equipment, because distance obviated ordinary TV reception.

"We are 135 miles from the transmitters of Channel 3, Charlotte, N. C., and 110 miles from the new Channel 5 in Charleston, S. C.," he says. "Columbia, S. C., more than 80 miles away, has a new UHF which cannot possibly reach here plus a Channel 10 VHF proposed for this fall, but which is expected to be mighty cloudy by the time it gets to Florence. "Hence, we have erected a tower that will accept whatever will come through from Charleston and Charlotte and put it over our wires. This, is not a good picture, since it's full of snow, and fading is a tremendous problem because, of distance. To offset these factors we will broadcast our own signal over our closed circuit."

'This Is Your Life' On 2-a-Week Rerun Sked As Client Axes 'Camera

As Lient Axes Lamera

Hazel Bishop dropped Allen
Funt's "Candid, Camera" after last
week's broadcast on NBC-TV, and
beginning tonight (29 is subbing
reruns of "This Is Your Life."
Move gives "Life" two weeklyairings (both rerun series) on
Tuesday at 9:30 p.m. and Wednesday at 10 p.m.

At the beginning of summer, the
lipstick firm liad skedded. "Camera" for Tuesdays with "Life"
slaying In its regular season
Wednesday spot, but then made a
quick swilch with the idea of finding "Life" a new audience on
another night and glving "Camera"
the benefit of exposure to the established program's audience.

"Life" continued high in the rat, he reat the benefit of exposure to the established program's audience.

"Life" continued high in the ratings on Tuesdays, and "Camera" disappointed on Wednesdays, despite the hypo of big names in the Tole of host (final show had Margaret Truman introducing the candid sources) candid sequences).

on the last show too. Funt pitched for letters from the audience to help "Camera" return in the fall.

"Life" reruns (different ones for each show) will be telecast two nights for the rest of summer. "This Is Your Life" returns live in its Wednesday spot on Sept. 30. "Armstrong's Circle Theatre" returns to the Tuesday at 9:30 p.m. spot for its regular season run.

SEEK TO UNLOAD PITT **UHFer TO ED LAMB**

Pittsburgh, July 28, rs of a permit for Pitts-third UHF station have burgh's third UHF station have asked FCC for permission to dis-pose of their interests to Edward Lamb, publisher of the Eric, Pa., Dispatch and operator of radio sta-tions in Toledo, Erie and Orlando, Fla. The TV station, WTQV, would be an Chappel 47

Fla. The TV station. WTQV, would be on Channel 47.
Originally it was granted to three men who had organized the Golden Triangle Television Corp. But one of them, J. Frank Gallaher, died. Now the other two, Loren Berry and Don Woodyard, want to pull out. The three owned radio station WONF in Dayton, O, their home town, and had liceness or TV stations, in Lansing, Mich, and Memphis, Tenn... as well as in Pittsburgh.

The other two local UHF licensees will be in operation within

the other two local UHF II: censees will be in operation within the next month. WKJF-TV. Chan-nel 53, expects to begin regular programs the end of this week and WENS, Channel 16, has August 30 for a target date.

Campbell Back to WLS

Chicago, July 28.
After a lapse of almost a quarter
of a century. Harry Campbell is
back where he started his radio
career with WLS. Returning as an

They all are interested but wary. He has served on several stations of the effects of union problems, in the midwest in a farm program-otherwise, we'd start off with ning capacity, with his most recent than right away."

Borkon says he was compelled WBBM here.

Real Adventure

Stagehands, by now accus-tomed to presence of big-name stars, have found themselves new heroes on the CBS-

selves new heroes on the CBS-TV "Adventure" set.

Between breaks on the show, grips have been asking and getting impromptu lectures on a variety of subjects from the American Museum of Natural History scientists appearing on the program. One professor, who had never seen a tele camera before seen a tele camora before, astounded the production staff by taking apart and putting together a camera, all in the space of 30 minutes.

GM's Panoramic **Grid Pickup Sets Unique TV Pattern**

tional Collegiate Athletic Association football games to be televised by NBC-TV this fall is the

vised by NBC-TV this fall is the panoramic pickup of four games each on two of the dates.

Panoramic football coverage, of course, is a fall-weather annual on radio, Red Barber-hegan the CBS Radio "Football Roundup" in 1948, covering a forward passel of games on a Saturday afternoon, and the program is being carried on by John Derr.

But multiple coverage of griding games is new to television.

But multiple coverage of grid-iron games is new to television.
On Oct. 24, high spots of the Princeton - Cornell. Mississippi-Arkansas, Illinois-Syracuse, and Iowa-Indiana games will be pre-sented by NBC-TV. On Nov. 7, the four games will be Florida-Georgia, South Carolina - North Carolina, Northwestern-Wisconsin and Kansas-Kansas Stale.

the four games will be Florida-Georgia, South Carolina, Northwestern-Wisconsin and Kansas-Kansas State.

Shots will switch from one game to another during an afternoon as action warrants. Master control center will be at WNBQ, NBC's owned - and - operated station in Chicago, into which all four games of the afternoon will be fed. There switches will be made by producer Bill Garden and NBC sports director. Tom Gallety, who will monitor the games on a battery of four screens, and commentators Med Allen and Lindsey Nelson will wrap up the multi-coverage with their narration.

At the scenes of the games, directors Jack Mills, Jack Dillon, Bill Bennington and Frank Slingland (each in charge of a camera crew) will be in direct telephonic communication with Garden. A special problem on Nov. 7 will be the carrying on the same cable of the Florida-Georgia game at Jacksonville, and the South Carolina, S. C., making it impossible to switch directly from one game to another, Garden will have to switch to one of the other two games before he can shift from one Southern game to the other.

Although the coverage will go where the most action is, plans are to take in the kickoff and finish of each game at each site. General Motors commercials will be on film so they can be integrated more readily into the coverage during the action tulls of the games.

Laugh's on NBC Toppers, 'Willie' AM Yocks Real

Those laughtracks on filmed and taped shows have gotten to the point where it's difficult to tell a dubbed track from a live audience. Situation worked in reverse for one radio show, however. NBC execs in New York last week wired its Coast office to cut down on the laughs in its new

down on the laughs in its new situation comedy, "Coust, Willie" Tom McCray, on the Coast, did a double-take; then informed, N. Y, that the laughs on the Homer Can-

Engineer on the initialier even turned down the audience mikes to minimize the laughs. Seems audience was composed of tourists seeing their first broadcast.

TV and Science, When Well Shaken, **Compound Good Viewing, Sez Wolff**

By JOHN HORN

Educators with a yen to get into broadcasting, and broadcasters themselves, might well profit from the observations and experience of Perry (Skee) Wolff, producer of the "Adventure" program (Sundays, 6 to 7 p.m.) presented by CBS-TV in cooperation with the American Museum of Natural History

Tour function," Wolff says, "Is is the period when close cooperation between the two groups with an evaluation of people as people instead of as millout polling it." He admits that there are some areas of knowledge that can't be presented on TV, pointing of that it's possible to re read a complicated chapter in a text book white a tele sequence can't be stopped and re-run so that several individuals of a mass audience of millions ("Adventure" has an average audience of 3,500,000) will get the intricacies of a complex problem. The density of malerial, he emphasizes, must be readjusted to television, but some subjects will only be absorbed by deep concentration on the printed word.

Television, however, has a vital role in education, but some subjects will only be absorbed by deep concentration on the printed word.

Television, however, has a vital role in education, but some subjects will only be absorbed by deep concentration on the printed word.

Television, however, has a vital role in education, wolff says, "The broadcaster who does not think he is educating his audience, even, if he pits on only entertainment, shows," the producer says, "Is 'included the television, especially with the given television, especially as a serient on when the attraction in the density of male points to fine advantage of institutions, and that an education; which is a broadcaster, who does not say the producer says, and then the audience's attention in the printed word.

Television, however, has a vital role in education, wolff says, "The broadcaster who does not think he is educating his audience, even, if he pits on only entertainment, shows," the producer says, as person takes some time and effort to affend a must be given t

is educating his audience, even if he puls on only entertainment shows," the producer says, "is re-responsible." In the long-range future, Wolff sees U. S. Ilbraries stocked with kinescopes of tele programs, films, magnetic tape as well as with books. The printed word is not the sole method of presenting information, he points out, and with television blankeling. America as a cultural force, the country's scientists and educators must adapt themselves to the situation. Wolff smites as he quotes the scientists to impress on them the importance of tele; "An animal that doesn't adapt liself to its environment is extinct."

'Not Even In Kindergarten'

Not Even In Kindergarten'
It's ridiculous for frightened educators to talk of death of the printed' word. Wolff says, but there must be a readjustment of education to present knowledge through the mass communications media. Although his program, in which tele and Museum scientists pool talents to present Informational programs, has been on the air 12 weeks after being in preparation for a year, the producer says "We're not even in kindergarten on the subject."

Over the past year, however, Wolff says that a small evolution has taken place, a meeting on common ground of tele people and the scientists. Typical of the experience when TV and educators first get together, he says, is an evolution that breaks down roughly to three stages:

First is the period of introduction in which there is polite here.

get together, he says, is an evolution that breaks down roughly to three stages.

First is the period of introduction, in which there is polite hostility and suspicion, with the educator perhaps thinking of the broadcaster as a huckster and the latter of thinking of the cator as a fired, old guy. On one side is the feeling that the virginity of subjects cannot be defiled, and on the other that what the subjects need is a good shot of entertainment. There is much multering of cliches about one another, but each group rarely speaks to the other directly. The second stage is one of dawn. Television people discover that "the loves television and that his method of teaching is not the only method to teach correctly." Danger in this phase is a tendency that educators may become hams and tele people may forget their business in their interest. "to protect the scientific virginity of things." But generally "the TV guys begin to understand that there are some intellectual areas that television can't handle, and the educators understand that the TV boys know their business and that certain theatrical effects, lighting and can'tender the production in the farmers. There is an initial Nobraska, Ohio, Oklahoma, Penn-virginity of things," But generally the TV goys begin to understand that the TV boys know their business and that certain theatrical effects, lighting and the succession to the control of the mation, the Department of the nation, the Department of the nation, the Department of the nation, the Department of the nation of the farmers and in the decay of the nation of the farmers and in the decay of the nation, the Department of the nation, the Department of the nation, the development of the nation, the Department of the nation of the farmers and the decay of the nation of the farmers and the decay of the nation of the farmers and the decay of the nation of the farmers and the decay of the nation of the farmers and the decay

ing as much heed as it's getting.

Personally, in dealing with the Museum people; Wolff has undergone an Intellectual revolution, mainly through meeting and getting to know two men. Dr. Harry Shapiro, Museum anthropologist, and Dr. George Gaylord Simpson, chief Museum paleontologist and the world's leading evolutionist. The producer is now stuffying Darwin, Fred and Binstein, to whom he says he hadn't been really exposed even though he went to five colleges. He'd like sometime to try his hand at presenting four hourstong tele shows on the subject of evolution.

On the "Adventure" show, Wolff—

On the "Adventure" show, Wolff On the "Adventure" show, Woll-who won two "Vantery showman-ship awards for his WBBM, Chicago, documentaries, "A Quiet Answer" (on narcoties), and "The Untouchables" (on alcoholics) has a on narcotics), and "The Un-touchables" (on alcoholics) has a staff of 12, including director Allan Reisner, researcher Robert (Shad) Northshield, writers, Ernic Leiser and Chuck Romine, designer Jac Venza and film supervisor Leon Rice.

Program: is budgeted commer-cially at \$25,000 a week, but it's understood that the show is being brought in at about 60% of that figure. Rear-screen projection is used extensively. Scientists, who do not have to memorize lines, re-portedly get \$200 each for an ap-rearrance Rehearsals come to a

San Antonio—Jacob A. New-born—Ir of Beaumont, lias filed an application with the FCC for a new TV outlet to be operated here. Camera angles for instance, that turns in California, Indiana, Jowar on Channel 41. He has a permit for a TV outlet for Tyler, Tex.

1.500 Cartoon, Comedy Short Oldies Racking Up Some Major TV Grosses

and least 1,500 ancient cartoon and connedy film shorts, of the Keystone Cop and Krazy Kat era Pitt's New UHF Signs Antiace, are doing a boom business currently, and to a brand-new For Duquesne U. S

Reason for their new popularity Reason for their new popularity that a growing number of TV lations are integrating them into recently launched live kiddle propants, akin to the successful Merry Mailman' show on WORVNY. The emcee, whether he's alled Unite Bob or Cowboy Kiying the propagation of the successful that we have been propagated to the successful that we have been successful that the successful that we have been successful that the successful th

Merry Mailman show on workcalled Uncle Bob. or Cowboy Kiyipee, furnishes running dialog, appropriate sound effects and jovial
gags, while the largely silent film
short grinds on before the screen.
Even if the comedy is equipped
with a sound track, the moppets
seem to prefer that the show emcee
inject his own personality.

These shorts exhumed from the
mothballs are in the hands of about
12 vidillm syndicators, ranging
from Official Films to Screencraft.
Inc. One of them, Mort Sackett
preg of Commonwealth Film &
Television, Inc., admits that his
library of eight-minute cartoon
shorts is minting "tremendously
good business" in well over 60 TV
markets. He also points out,
though; "It's become cut-throat
competition in this field. Some film
men are peddling cheap, silent
cartoons that have the jumpy quality of the nickleodeon pictures."
His biggest trade is with 300 silent cartoons mostly billed as
"Acsop's Fables." He also does
well with his cartoon with sound,
including 13 "Molly Moo Cow"
shorts originally shown in RKO
theatres; 13 "Willy Whopper"
shorts, once shown in Metro theattres; and 38 "Flip the Frog" cartoons.

One of the neatest financial
coups in the field has been scored

atres; and 38 "Flip the Frog." cartuons.

One of the neatest financial coups in the field has been scored by Dr. Henry Brown, prez of Atlas. Television Corp., N.Y. It's known that he paid \$100,000 for 350 two-reel-early coincides, and he has earned back at least 10 times that amount since he first began showing them on TV in-1948.

These comedies played on all the TV markets before the FCC freeze, and they are now in 32 markets. Among the performers in the two-reelers are Bing Crosby, Danny Kaye, Imogene Coca, Bert Lahr, Milton Berle, Buster Keaton, Andy Clyde, Harry Langdon and June Allyson Brown care the

Fabian, Ex-Scotland Yard Head, to Tour U.S. As Trailer for Biog Vidpix

With the first 13 half-hour "Fa-pian of Scotland Yard" telefilms completed, the Charles Wick Co., which represents the series in the U.S., is planning to bring Robert Fabian, retired head of Scotland

British authorities, is being pro-luced by Anthony Beauchamp, still duced by Antiony Beauchamp, stui-and film photog and husband of Sarah Churchill. Title role of Fa-bian is played by Bruce Seton of the British stage, while occasional roles are portrayed by Miss Churchill and other British ac-tresses.

WFIL-TV's Power Hike

Philadelphia, July 28. WFIL-TV. Channel 6, Philadel-nia's Inquirer's television station,

phia's Inquirer's television station, increased its transmitting power four-fold last week (22). Increase from 27 kw to 100 kw-maximum power-was granted to the station by the FCC.

Roger W. Clipp, station's general manger, said the Increase will bring clearer and sharper pictures to such widespread areas as Lancaster, Allentown, Reading, Easton and Berliebem. In Pennsylvania. widespread areas as Lan-caster, Allertown, Reading, Easton and Berhlehem, in Pennsylvania, Wilmington, Del., Frederick, Md. and the New Jersey seashore points.

For Duquesne U. Sports

Pittsburgh, July 28.

New UHF station here, WENS, which expects to begin operations end of next month, has already closed a deal with Duquesne U. to home basketball, games next season, with the Chevrolet Dealers of tristate area footing the bill. How many of the floor clashes will go out won't be determined until fall,

however.

At the same time, Duquesne announced that WWSW will again broadcast all of the home schedule on radio, with Chevrolet people bankrolling. Joe Tucker has been reassigned to the play by play, and Bob Prince, recently appointed sports director of WENS, is to call them on the telecasts.

WDTV last season televised two Duquesne games, the St. Bonaven ture clash here from the Gardens and the St. John's game in the National Invitation Tournament from Madison Square Garden in New

Madison Square Garden in New

DuMont Testing New 'Studio Zoomar' Lens, Eliminates 'Bumpiness'

DuMont engineers this week began testing what they called the first. "Studio Zoomar" lens acquired by any network or station. It's a new, smaller, lighter version of the 14-pound, 30-inch. Zoomar, now already in use but only for outdoor remote telecasts.

outdoor remote telecasts.

Studio Zoomar, Invented by Dr. Frank G. Bach of Television Zoomar Corp., N.Y., is one foot by the compart of the c

ney Chipp and Harry Milholland say that since the lens covers the photographic range of the four other, optical devices used on conventional TV cameras, it will virtually eliminate such familiar practices as: (1) "flipping" various lenses to get long shots, medium shots and closeups; (2) "dollying" cameras on shots where performers must be kept constantly within a certain "picture size." (4) He'll do two programs each acertain "picture size." (5) Amount of the Morning Mayor" from 6:30 to 9 decreased since they produce a "bumpy" or "bewildering" effect on home viewers.

Middle East Vidpic Series **Dropped From Ford Sked**

starred Maria Riva.

have starred Mapia Riva.

Decision Was made, said Ford, because of technical difficulties filming in Israel and Middle East, lack of trained personnel there, restrictive foreign exchange regulations, and increase of international tensions throughout the area. tensions throughout the area.

Miss Riva may remain in the Middle East to appear in a film to be produced entirely in Israel.

CBS-TV Film Sales In 250G Wrapup

CBS Television Film Sales, with-in a 12-hour period last week, racked up \$250,000 worth of new business on three of its syndica-tion series. Sales included "Link-Northwest and four Arkansas-rexas - California markets, and "Crown Theatre," with Gloria Swanson, in four Arkansas. Texas-California markets.

"Linkletter" markets now num-her 25, with new ones in Detroit, Cleveland, Columbus, Baltimore, Binghanton, Tulsa and San An-tonio or Texas.

"Amos 'n' Andy" has added Se-attle, Yakima and Bellingham, Wash.; Boise, Idaho; Portland, Medford and Eugene, Ore.; Little Rock, Wichita Falls, Waco and Monterrey for a total of 31 mar-

"Crown Theatre," with new out-lets in Little Rock, Wichita Falls, Waco and Monterrey, is now in 26 markets.

Joe Deane to KQV To Join Pitt Disk Jockeys

Pittsburgh, July 28.
Growing disk jockey fraternity
will be further increased end of
next month with arrival of Joe
Deane from WHEC in Rochester,

Inside Stuff—Radio

Southern California radioites are continuing to barrage publisher Dayid Hearst of the Los Angeles Herald-Express with demands that the paper substantiate its editorial charge of 10 days ago that radio commentators were dishing Red propaganda. The editorial failed to name any names. George Burke, Jr., prexy of Southern California Broadcasters Association, immediately demanded that the paper identify the commentator it had in mind, and George Martin, Jr., prexy of the Radio and Television News Club, followed this with a similar demand, pointing out that the editorial "easts some reflection upon all radio and television newsmen in this area. The unfairness of such a situation is obvious."

Newspaper has remained silent although readers who called to protest were told that the paper's management was unaware of the manner in which the editorial got into the paper in the first place.

Seymour Siegel, director of WNYC, N. Y's municipal radio station, lebrating its 29th anni this month, was surprised at the results after bulating 3,600 ballots of the 30,000 preference questionaires sent

celebrating as 2000.

A partial distance of the 30,000 preference questionaires sent to listeners.

Beethoven is still the favorite composer, but for the first time, listeners said they preferred his "Third (Eroica) Symphony" over his "Fifth Symphony."

Symphony."
Siegel was relieved to find that Jascha Heifetz was still considered the most popular violinist and Artur Schnabel the fave pianist.

Radio-listening among New York's close to 750,000 Spanish-speaking people i500,000 Puerto Rican, 250,000 of Mexican, Central and South American descent has increased by 15% within the last six months, according to a study made by Advertest Research, Inc., N. J.

It was found that, among the Puerto Ricans, 49.5% of the families own TV sets, 17.7% own autos, 28.6% have phones and 8.7% have FM radio. A total of 97.2% of the men, 95.8% of the women and 68.1% of the children listen to Spanish-speaking radio on the N. Y. area stations WHOM, WBNX, WWRL, WLIB and WEVD.

WHOM, which devotes 6½ hours daily to Spanish-speaking radio, has the highest-pated show, in its 15-minute soap opera, "Bodas de Odio" (Marriage of Hafe"). The cross-ths-board show, taped in Puerto Rico and sponsored here by Knickerbocker Beer, has a 35.6% listenership among Spanish-speaking families.

Television Chatter

New York

Robin Roberts of the Phillies, baseball's top pitcher, will be instructor on the WCBS-TV, N. Y. "Little League Baseball School" Aug, 15. Bill Stein, NBC flack, off last weekend for three weeks vacation back home in Kansas City.

Gertrude Vanderbilt, who starred in legit and vaude, appearing on the Vincent Lopez program today (Wed.). Elliot Lawrence signed to musical direct the Red Buttons Show for two more seasons. He'll also back Buttons on the comedian's Columbia recordings. Allan Handley, producerdirector of the Dinah Shore TV show, left last weekend for six weeks of business and pleasure in Europe. He's shooting some background clips for the chirper's program. Ashley Montagu, chairman of Rutgers anthropological dept., doing three consecutive "Camera. Three" programs on WCBS-TV, N. Y., Aug 8, 15 and 22.

Camera. Three programs on WCBS-TV, N. Y., Aug. 8, 15 and 22.

Batty Madigan, Washington thrush who preemed on WPIX's "Ted Steele Show" July 13, has been pacted to return to the show for the week beginning Aug. 3.

Malvin Wald, Hollywood scenarist, will be in N. Y. early August to confer with TV maestro Hank Sylvern on creating the score and directing the music for a comedy vidfilm series that Wald is writing and producing. Metropolitan Opera ass't, manager John Gutman, who did an English version of "Rosenkavalier" for NBC-TV last season and was associate on CBS-TV's "Omnibus" presentations of "Fledermaus" and "Boheme," has been working in France on an English version of "Tosca" for tele He's moved the time up to 1943.

Allan Jackson back Monday (27)

Allan Jackson back Monday (27) on WCBS-TV's "News of the Night" after a month's vacation. William Erwin set for tele "City Hospital" July 30 and AM version Aug. 8. Frank Blair up from NBC news staff in Washington to take place of Red Mueller on "Today" Aug. 3. Latter upped to net radio news exec.

radio news exec.

Michael Dreyfuss, returned from "Best Foot Forward" at the Dallas State Fair, on Kraft tonight (29)

TV producer Joe Thompson back from European tour, talking with "Today" pals Bill Downs subbing for Don Hollenbeck for week starting Aug. 3 on WCBSTV's "Six O'Clock Report".

Sportscaster Bud Palmer will narrate film short, "The Life of a Major League Bat Boy."

Patricia Wheel on "Studio One"

Patricia Wheel on "Studio One" next Monday (3) despite 18 re-hearsal conflicts, including the daily "Guiding Light" (AM and TV and "Doctor's Wife" tradio).

Chicago

Chicago

Karl Vollmer named mgr. of newly-created radio-TV commercial dept. at Young & Rubicam. to handle writing of commercials for agency's Chi clients... WGN's Homer Morrow from radio to TV sales there... WNBQ's 20-minute cross-the-board. Kids Karnival Kwiz" renewed for 13 weeks by National Tea Co., through Schwimmer & Scott effective Aug. 3... Don Balsamo, formerly of Wright-Cambell agency to WBKB sales dept. as account exec... Monday 1271 "Bob & Kay Show" remoted from Merchandise Mart roof... Lee Phillip going it alone while emcee partner Patrick O'Riley vacations from "Shopping With O'Riley" show for three weeks... George P. Hollingbery Co. continuing as national rep for WGN and WGN-TV... TV advertising of Johnson Wax Co's automotive products to be placed through Foote Cone & Belding.

London

Sol Lesser's film, "Thunder Over Mosico," is to be telecast today (29). Russell Thorndike stars in Lionel Brown's adaptation of "The Brown Man's Servant" by W. W. Jacobs to be produced by Owen Reed next Mon. (3). R. F. Delderfield's new comedy, "Golden Rain," comes before the cameras next Sunday with Brian Worth and Rona Anderson in the leads. Production is by Leonard Brett. An early Somerset Maugham comedy. "The Noble Spaniard," is to be beamed next Tues, (4). Stuart Latham makes his debut as producer and cast includes Peter Cushing and beamed next Tues. [4] Stuart distributed by United Artists Tele-Latham makes his debut as provision.

Cushing and cast includes Peter. In new quarters, the company Cushing and Frances Rowe sponsors of the series at cost plus televised from Brighton on August 10" by using the "Blinkey" characters for commercials.

introduces Richard Afton's 'Toppers By The Sea" on August Bank Holiday and artists include Ivor Moreton and Dave Kaye. On Friday '7), Douglas Moodie produces "It's You I Want" from the Dome, Brighton. And on Aug. 10 excerpts from Tom Arnold's Ice Circus at Brighton's Sports Stadium are the presented by Alan Chivers with Berekeley Smith commentating.

Too Many Bookings Garble Geo. Gobel's NBC-TV Video Deal

Chicago, July 28.
Georgie Gobel, signed to an exclusive five-year NBC radio-TV contract, and skedded for a situation comedy video venture is anxious to get his show on the road but must fulfill previous committeenth before he can make the ments before he can make the move. Thus, the comic finds himself in a situation that many of his contemporaries will envy; too many bookings.

many bookings.

After scoring in the Hoagy Carmichael "Saturday Night Revue," for which he had been contracted for four weeks, NBC tired to obtain his services for the remainder of the show's summer run. A date at the Palmer House's Empire Room, for eight weeks starting July 31, and with an option of eight additional weeks, prevented

NBC burned the wires to Madrid, Spain, where the Hilton's talent buyer Merriel Abbott was attending the opening of the Castellana Hilton there, hoping to have her okay their suggestion to cancel out Gobel's contract. After a refusal, an alternate suggestion on NBC's hart that express he moved into

Present plans call for the Gobel show to begin while the comic is still in Chi and then to be moved to the Coast when old dates have been played ofi. They include, after the Empire Room stint, a booking at Eddy's in Kansas City, and the Park Lane in Denver;

ABC-TV SETS SPONSOR **DEALS ON GRID & GOLF**

Chicago, July 28.

ABC-TV in Chi is getting into the sports coverage picture with web treatment skedded for a one-shot golf tournament and a series of fall football telecasts.

Home football telecasts.

Home football games of the Chicago Bears and Cardinals will be fed to the entire circuit, with the exception of blacked-out Chi, with Standard Oil Co. bankrolling the first half of each game and remainder offered on a co-op basis.

Vet U. of Illinois grid star Red Grange, will provide the play-by-play comment with an assist from sportscribe Bill Fay on color. Opener of the 12-game sked will be the Cards-Washington Redskins contest Sept. 27.

Tom Duggan will call the play

be the Cards-Washington Redskins contest Sept. 27.

Tom Duggan will call the play in the closing rounds from Tam O'Shanter green's, "World Championship of Golf," Aug. 9 in the 6:30 to 7:30 p.m. slot. Florsheim Shoe Co., through Gordon Best agency, is picking up the tab for the New York, Chi, and Detroit markets with a co-op deal offered elsewhere. Both events are repeats for ABC-TV from last year.

New 'Blinkey' Telepix Series Rolls in N.Y.

Blinkey Productions, Inc., has resumed production on another series of 15-minute telefilms on "The Adventures of Blinkey," at firm's new studios in New York.
"Blinkey," a merchandizing premium show created and written by Lucille Emerick, is produced and directed by Murray King. Recently completed 13 films are being distributed by United Artists Television.

Consider the Case of the TV Writer

'Come On In,' They Say, 'You Meet Nice People, You Eat Regularly, You're Treated Like a Human Being'-But You Gotta Keep It Simple And Truthful, Occasionally Risk Offending A Tabu-Ridden Agency

By HORTON FOOTE

By HORTON FOOTE

It's an extraordinary feeling you get when you sit in the control room and you look up at the clock and you see the hands getting nearer and nearer to the hour to begin. There are three minutes left and then two and then the silence, like no other silence in the world, and then the music and the impersonally assured voice of the announcer and then you realize that nothing can stop it anymore, that for good or bad you've had your inning for 10 days on a week or however long you've rehearsed it and it's out of your hands now and out of the director's and the producer's hands for all time and going out into how many little boxes, the good Lord only knows, into how many homes or bars or hotels or clubs.

And, of course, you want to take it back and work on

ducer's hands for all time and going out into how many homes or bars or hotels or clubs.

And, of course, you want to take it back and work on it some move, see it rehearsed some more, but there's no time. And it you're, going to keep working in television, one of the first things you have to find a way to live with its the phrase, "There's not enough time." Because there isn't. You learn to do what you can with the time you have and once in awhile you are astonished with the results, and sometimes depressed, but you know soon enough this is a fact of television life that you can't change, that maybe won't be changed for a very long time. In the theatre there is time, in the motion pictures there is time; in television, there isn't. From the casting director to the producer, lack of time is an inescapable fact.

Fred Coe once said: "To do good work in television you first have to learn to make peare with the little box." Certainly it is the limitations as well as the assets that have defined the television technique. A new form for the writer to work in and with, to enrich and enliven according to his talents. Some hope in time to find a "pure" television technique. I wonder if this is possible. It seems to me it is a hybrid by nature, borrowing a little here and a little there. From motion pictures, and radio and the theatre, and that this doesn't matter, because it is the content after all (and I used content in its broadest possible sense) that makes any technique worthwhile. There are two reasons why I am presently at peace with the little box. Firstly, because as a playwright to often envied the novelist the novella and the short story forms. It seems to me as a writer for the theatre that I had often to waste a good deal of material that interested me and that I would like to make into a play but rejected because it didn't warrant treating as a full length play as we have come to know it in our theatre today. Now in the hour television play the writer has the opportunity to use just such material, and wit

The 'Freedom' of TV

Secondly, television allows the writer a physical freedom that the theatre at present doesn't or can't. Walter Kerrhas written: "It is a rare dramatist nowadays who follows his action where his action leads him. He spends most of his time contriving, curtailing and even distorting his action in order to draw it all into that single immovable set." When there is a need for different sets, how wonderful it is to be able to go directly to the place most effective for your action. However, the writer must avoid abusing this freedom. When I first began to write for the medium I found myself wanting to go every place, into set after set, for the sheer joy of moving around. I soon found that such freedom is meaningless unless you have a real need to change locale.

such treedom is meaningless unless you have a real need to change locale.

I wrote five hour plays last season. I have only done six hour plays in all, so I came to my work this year fresh and it wasn't difficult for me to find things I really wanted to write about. But sooner or later I'm going to need time, time to think and meditate and experiment. So far, this is not economically possible for the television writer. I think the industry will have to make it so.

By ROBERT ALAN AURTHUR

By ROBERT ALAN AURTHUR

The main problem of the television writer is one he shares in common with writers everywhere, and that is simply to stay alive in a culture that uses up its writers as it used up other natural resources. This is the same culture that prefers to pretend that any small boy can put those words on paper. Television as a writer's inedium is a little rougher in some respects, easier in others, and since I am writing this piece from the deck of my brandnew motor sloop—when two years ago I didn't, have the price of a plastic bath-toy—I would be an ingrate indeed to make a big thing of the problems of the television writer, is in a seller's market, and the writer with original ideas to sell must find a producer waiting with open arms and wide-open playing dates.

However, some producers still labor under the dreadful-

lowever, some producers still labor under the dreadful

However, some producers still labor under the dreadful misappreliension that form supersedes, content and continue to dress up adaptations of pitiful properties with disastrous results. Others, have recognized that TV drama must go to the writer of original plays for its content, and, working on this principle, a show like the "Television Playhouse" had its best season to date. Of course there were some Sunday nights when it would have been better left unshown, but what medium mass or special, doesn't have its darker moments? Certainly on the "Playhouse" there were enough memorable hours to make it all worthwhile. As script editor for Fred Coe's productions, I am particularly aware of the main problem of TV writing, and that is finding new writers. Television is a cruel master. It gobbles in talent, uses it while fertile, tosses it aside when dry. The writer, though cornerstone of the play, still is grossly underpaid for his work. He must write too fast and too hard to keep up with the medium's demands and the cost of living. He is faced with a continually clanding frame of operation and must be a student of his medium to hold his own. He takes time for a deep breath and he's dead.

—and more, as a human being with ideas that hold respect.

I doubt whether any other medium in this day and age can make that statement. I have found fewer taboos in television than in the magazines by being able to adapt for the "Playhouse" my own stories, that could find no other market because of subject matter. The novelist today is faced with poverty because publishers are blinded by the glory of Mickey Spillane and the paper reprints. The budding playwright is faced with a theatre that cries out for greatness, looks through these crocodite fears with disdain at TV and commercialism; and yet in this past season Broadway produced only one play, "The Crucible," with any real honesty and lasting worth. To define true commercialism see "Plicnic" for untouched by human hands plays I refer you to Paddy Chayefsky's "Marty" and "Printer's Measure," and Horton Footes, "Trip to Bountiful," "Young Lady of Property" and "The Oil Well" last season on the Philco-Goodycar "Playhouse."

As for movie writers, I suppose most of them are either

As for movie writers, I suppose most of them are either writing sequels to "The House of Wax" or entrenching in television where they can escape 3 D and color at best for another couple of years.

another couple of years.

So to those movelists who barely made back that miserable advance, to those magazine writers who wonder whether there's somewhere a real world inhabited by real people whom they can write about, to those playwrights whose work is not commercial enough for Broadway, and to the movie writers who sometimes wish they had never quit writing poetry for West Coast gold, I say come on into television, it's a great place to make a buck. You can meet nice people, cat regularly and may even see work of yours on the little screen that you can be proud of. It's happened in the past and will happen more often in the future when television takes a long look at its own turne and recognizes the fact that every small boy can't put those words on paper. those words on paper.

By WILLIAM KENDALL CLARKE

According to the columnists, television has come of age more often, in less time, than any other endeavor known to man. The phrase itself has a condescending ring, as it all that preceded the occasion for its ulterance was so much infant drivet. Let a variety show be outstanding, in talent and production—television has come of age. Let a dramatic show be distinguished in performance and content—television has come of age. It is a particularly tired and meaningless phrase because it was too pat to begin with.

Television most assuredly has not come of age. At this stage the thought is frightening. When its potential as a medium of entertainment, education, and news transmission is considered, it is scarcely out of swaddling clothes and to think otherwise is to invite premature hardening of the enterior.

However, maturity in individual TV shows is something else again, and of vital concern to the freelance television writer.

With increasing frequency, such maturity is being achieved, and each time it happens the point is reaffirmed that, in TV, the script's the thing. This is important to the scripter. It places him on top of certain advantages, and under certain obligations.

under certain obligations.

Advantage-wise, the freelance writer can flex his creative muscles, in television today more than ever before. He can grow as a craftsman and develop as an artist, and in the process demand and get a pleasantly rising rate of income. TV is increasingly a writer's medium—provided the writer recognizes the obligations that go with the advantages.

Time of The Essence

Not the least of these is his obligation to himself. The sooner he recognizes this, the longer and more profitable professional life he can expect to enjoy. But it is an obligation that is treacherously easy to overlook. The blinding factor is Time.

lactor is Time.

Haying created a demand for his work, the writer seeks to meet that demand with a quality product, expertly finished, and delivered on schedule. Dependability is one of his principal assets. But if he is to grow with the medium, if he is to write scripts mature in conception and execution, and do so consistently—and he must he will discover this requires more detailed preparation, more expenditure of time, and more of himself.

With this discovery, he stands at a crossroads.

Traveling one road, he can keep abreast of his markets for awhite, maintain the quality of his work for awhite, and one day find himself-either a grinding-hack or rich enough to employ his own private psychiatrist. Traveling the other road, he can relinquish some of his markets, improve the quality of his work, and find himself-either the darling of the aesthetes or too poor to pay the general-practitioner.

Or he can ignore both roads and carve out his own path

or he can ignore both roads and carve out his own path through the wilderness.

It seems to me that in this direction, and this alone, lies the television writer's answer to his obligation to himself. It seems to me that this self-obligation is no idle subject for esoteric debate, but a matter of professional life or death. The script is the thing, and the man behind the script must find the time somewhere in his schedule to nourish his talent if his talent is togo on nourishing him.

The problem: of course, is finding that time.

There is no pat answer to that, no solution which comes easily and no two solutions which will be alike. But in the long run I believe television will yield its richest rewards to those who try stubborally enough to find a solution. And once he has found it, the writer will be assured he is at least abreast of his medium, for as a worker, as a craftsman, and perhaps even as an artist, he actually will have come of age.

By SUMNER LOCKE ELLIOTT

By SUMNER LOCKE FILHOTT

While the motion pleture industry is expanding screens and enlarging the physical attributes of its feminine players to the proportions of Boulder Dam, a less noticeable change seems to be taking place in the television play. The accent is on simplicity, and the exploration of character on a more isolated scale. For the contining and demanding nature of the new medium this subtler, approach is both a challenge and a progression. In relation particularly to the shour long drama, it's been this writer's experience that the original play meets the requirements of television far more than the compression of the long noyel or the adaptation of the standard three act play. Probably no other medium can so successfully pin point basic character as can television. Therefore the original story writer can use the small screen as a microscope, climinate unnecessary detail and simplify to a much greater extent.

To this end he can produce on a much smaller scale, can

sary defail and simplify to a much greater extent.

To this end he can produce on a much smaller scale, can concentrate more vividly on single aspects of his draina, than can the writer for motion pictures or the theatre.

Television is neither of these two often associated arts. We have discovered by the hit or miss lessons of our early television efforts that the plot laden story is not necessarily the answer to the repeated cries of producers to make the story more. We have discovered that friety emiera work, "gimmicky" stories, the "switch" ending in which no sufficient time is allowed to make such a change in character legitimate or feasible mostly add up to bad television drama.

in character legitimate or feasible mostly add up to bad television drama?

Most of these exits stem from that old devil "formula" which became the curse of radio. Fortunately for writers there are sufficient far sighted producers and directors who will how listen to an offbeat story and who will also occasionally risk offending a tabu-ridden agency or spousor by taking a plunge into realism.

Generally speaking we have taken a few steps, forward during the last season. Admittedly the steps are fattering. Second rate inilitations of situation confedy shows and induced the steps are fattering. The suspense dramas facerate the channels on libit from Hollywood and continue to drag down the standard, but they haven't entirely obscurred the fact that this precorous-clittle medium is getting around and occasionally talking sensibly:

child medium is getting around and occasionally falking sensibly.

We have had some evidence of this on "Omnibus" this year, we've made some real adult friends ikke "Lucy" and "Mister Peopers," and hardly a better plan has been viewed in many months than Horton Foote's "A Young Lady of Property." We are learning. Daily we should write out 100 hindred times, "Keep it simple, keep if truthful" and we can outlive 3-D and never hear a writer sigh to say, "I'm only writing for TV."

By PADDY CHAYEFSKY

By PADDY CHAYEFSKY

I seally don't know too much about television writing. I've only been writing television for about a year and a half, the past year hour-length drainate shows. I know almost nothing about the half hour violence shows, except that I should think they are unpleasant to write. I know only a handful of producers, and even less directors. However, despite all this ignorance, I am pretty confirmed in one belief concerning television. I am pretty sure that television can be an art medium for the writer.

Not many of my friends will agree with me on this. At best, my friends affect a sort of "skilled-labor" attitude, and they approach each assignment like a plumber who is about to fit a couple of pipes together. My friends, who are genuinely talented, like to prelend they are indifferent hack writers, knocking their scripts off the top of their heads, each one another chore in the daily grind of making a living. They talk in terms of package and royalties. Television is a business, a trade, a racket. I've never heard any of my friends talk about their television scripts with the professional excitement with which they used to talk about their plays.

It takes a lot of vanity to think of a television script as an artistic endeavor. The television writer works within an endless series of taboos and restrictions. Television is a family medium, which means the writer cannot handle elemental dramatic thenies such as suicide; adultery, or man's compromise with social values. He cannot write anything that could conceivably and frequently inconceivably be offensive to anyone. Most producer, I know always say they want "intelligent, adult entertainment." But they don! want that at all. They want the sime familiar patterns in which the drama is contrived and imperceptive. They like plot novement, and volume rather than insight, compassion, and understanding They make they some inistake that Hollywood perast, in making that is, they assume that effective canner work will make the show, rather than the script.

'Pseudo-Professionalism'

Pseudo-Professionalism'

The writer is paid very little for his work hardly ware railing more than a week's work on act of his series. In most shows, the writer is not welcome at redicting, and his job is considered finished once the advertion; as given has stamped its acceptance on his last tewrite. The whole feeling around most television shows that I know is one of viet's patch this one together and get on with next week's."

It is an atmosphere of preudo professionalism and, while most people work very hard at their choices; not many get any satisfaction out of them.

All-this is prefix confining to the serious writer; that is, the writer who hopes to get some reward out of his work, other than the money he is paid. But for the most part, (Continued on page 49)

A SURVEY OF HUMOR

(Strictly Light-Hearted)

A "survey of humor, down through the ages," feating Fred Allen, Arthur Kober, Irwin Corey and S. J.
Perelman, "stole the show" at the recent Brandeis U.
Jestival of arts and music. NBC Radio picked it up as a half-holour show, and it proved one of the year's comedy sleepers. Following is a transcript of the broadcast:

Well sir, it wasn't

ALLEN: I haven't been out here to Waltham since I was a boy. Of course, that was many years ago, and Waltham was a tiny town. If you had a television set at that time, you could have seen the entire town of Waltham on a 12-inch screen and have four inches left over. But Mr. Bernstein, when he invited me to come to Brandeis, I didn't realize I would have so inuch difficulty getting accommodations in Boston. It seems that every hotel is filled with people who are running through the lobbies, carrying college pennants and bags of confetti, waiting to attend the various commencement exercises at the



bridge and I just got away in time years ago.

But we used to live about a stone's throw, because Harvard's College used to throw stones, until my family moved out of that neighborhood. As a matter of fact, I haven't been back to a college ever since, until tonight. My capacity for learning was exhausted during my fourth year at high school. I went to a high school; one day when the teacher had turned his back—he was taking a loyalty oath—I graduated through an open window from the High School of Commerce in Boston.

A Dewy Ignoramus

A Dewy Ignoramus

Iligh School of Commerce was a small school at that time; if you inished the four years at Commerce, you were just four years older. A Commerce education really never interfered with anything you had planned to do in later life. You just majored in adolescence for your four years. A Commerce education really did nothing but siphon the dew of your ignorance, and a Commerce diploma actually was merely a passport to tomorrow.

Enough about me, ladies and gentlemen; the important matter is what am 1 doing here tonight and of course as Leonard has explained to you, what am I doing? I really don't know, but as Leonard has explained to you, this evening is to be dedicated to the comic performer.

This is not an academic discussion; we just hope to acquaint you with the comic performers down through the ages, and fonight to lend—not end—there's an "I" of a difference there. They took it down from Atlantic Ave, and I had the old El that I was ready to use tonight. But, to lend a cultural and intellectual note to the evening, ladies and gentlemen, we have a gentleman, master satirist—I know you've enjoyed his wit and humor; they have graced the pages of the New Yorker for many years. I'd like to have you meet my very good friend and yours, I'm sure, Mr. S. J. Perelman.

Rhinestone Jubilee

Rhinestone Jubilee

PERELMAN: Thank you, Fred. This is in the nature of a sentimental occasion for me, inasmuch as it's exactly 35 years since I first found myself in the vertical plane, dehydrating in front of an audience; so you might call it sort of a rhinestone jubilee.

That ordeal took place in a mythical kingdom of Provodonia, slightly east of here, in the principality of Rhode Island. I played the supporting role in a remarkable pageant entitled, "Pocahontas Get Your Gun." I was a sophomore at the Classical High School in Provodonia, and I was an impressive figure in my red flannels, with the goose feather braided through my tomahawk. In fact, I scored such a distinct triumph I won all hearts, except I didn't quite score a triumph because of an unforeseen

hery named Lionel Barrymore was appearing at bit of treachery. An actor named Lionel Barrymore was appearing at the Provodonia Opera House in a pilay called "The Copperhead," and he bribed the dramatic critics of the day to ignore me. Vindictive Redskin that I was, I never forgave the man. Years later, when I met him face to face on the back lot at MGM—or possibly back to back on the front lot, I don't remember which—I looked right through the man. I cut him cold, and you should have seen him cringe.

Pickle-Shaped Perelman

When Mr. Leonard Bernstein invited me to attend this Festival, he unfortunately forgot to tell me where it was taking place. Now, ordinarily, I'm as cool as a cucumber, and shaped a little like one, but I guess I became so flustered and excited at the prospect of speaking without being paid for it; that I blew my top and forgot to check up.

without being paid for it; that I blew my top and forgot to check up.

I somehow conceived the romantic notion that the Festival was taking place at some mighty crossroads, like Hong-Kong or Singapore. You see, I've been out in those latitudes a lot in the past five years, hunting big game for a firm of zoologists named Simon & Schuster, so I immediately set about making preparations for the trip.

I called up the well-known sporting outfitters in New York Abercrombic & Fitch, and directed them to push me over a half dozen pairs of Khaki shorts, a Holland & Holland 375 Magnum express rifle, a sun helmet and mosquito bar. I then tripped around to my doctor, and told him I was going to be exposed to certain hazards

such as the double-crested nudnik, the giant back slap-per, etc. He didn't have any specific antitoxin to give me, but he mixed up a copy of the National Geographic and water, and peppered it, and put it in an amulet for me to wear around my throat.

me to wear around my throat,

Well sir, it wasn't until I was well aboard the aircraft
approaching Boston that the stewardess, a magnificent
green-eyed tigress resembling Leatrice Joy, told me that
the Festival was taking place at Waltham. There I was in
my sunhelmet and shorts, and I still would have been,
if I hadn't found a cucumber-sized taxi driver whose suit
just happened to fit me.

Well it's been simply ultraged being up have like to

just happened to fit me.

Well, it's been simply wizard being up here, like a moving target. I'm only sorry you couldn't have seen me in my sun helmet and shorts. The resemblance to W. Somerset Maugham was really startling. Of course, I don't have a villa in the south of France, and his books are far more popular than mine, but I do notice one secret of popularity, which he himself told me several years ago and which I'll gladly confide to you, It consists in buttoning the lip smartly over the teeth, or drying up as he calls it, and I propose to do that right now. Thank you, and do remember for us to have tiffin the very next time you're in Singapore.

ALLEN: Thank you Mr. Perelman. If you will join me; we are both high school graduates, we may have something in common.

Well gee, Fred, I've got claustrophobia, or fear of SJ; Well ge amphitheatres.

ALLEN: Well, sit down here, Sid; this is probably the smallest panel ever to function.

Where's John Daly?

SJ: Nobody will believe it's a panel until John Daly

gets here.

ALLEN: Well, a panel without John Daly is a novelty already. Do you know your subject this evening?

SJ: Weren't we going to have a stockholders report read or something?

ALLEN: No, no, this is going to be some discussion. You don't even know what you are going to discuss?

SJ: Oh, I have it, it's right here on my program; there, it says, "The Comic Performer."

ALLEN: Right; "The Comic Performer." the person who provides laughter for the world. How do you think, we should start?

we should start? SJ: Well, it might not be a bad idea to define laughter.

we should start?
SJ: Well, it might not be a bad idea to define laughter.
ALLEN: Define laughter?
SJ: Can it be done? If laughter is provoked during the evening, people deserve to know what it is.
ALLEN: Webster—I have it under my fingertips—Webster says, "Laughter is a movement of the muscles of the face, especially of the lips, with a peculiar expression of the eyes, indicating merriment." Now, in an adult, that is laughter as defined by Webster.
SJ: In a baby it would signity gas.
ALLEN: No, it wouldn't because I left out the other line; I was cutting a little here to speed the evening off.
SJ: Oh.
ALLEN: Well, it's obvious, Sid, do you want to use your other line about Max Eastman? His name hasn't come up recently; you ought to bring it up.
SJ: No.
ALLEN: You don't want to say it, huh? All right, if Stephen Leacock and Max Eastman you haven't mentioned, if they didn't know what laughter was. Webster alone must have known the true meaning of the word. Since Webster died over 100 years ago and took his secret to the grave, it's obvious no man living today, Sid, knows what laughter is.
SJ: Well, in spite of Webster; and because of Leacock, I don't feel as desolate as you. I think little gangs of people are getting together under cover all over the world to meet and laugh.

Nutty Nietzsche

Nutty Nictzsche

ALLEN: They're going underground to laugh you think; peachy. You know, the eminent German philosopher wrote, "Man is the only animal that laughs; man alone suffered so exeruciatingly that he alone was compelled to invent laughter." Nietzsche died insane after making that her tamark.

suffered so excruciatingly that he alone was compelled to invent laughter." Nietzsche died insane after making that last remark.

SJ: Tell me, what do you suppose man laughed at first? ALLEN: Who knows? Man could laugh and cry long before he could talk, Sid, and out of man's whines, grunts and cackles, he made his language.

SJ: Yes, but before man had a language, he laughed only at what he saw; the first comic performer must have been a pantomimist; with the development of language, the next person on the horizon was the tale teller.

ALLEN: The tale teller?

SJ: Yes. In the early days, there were men who roamed the countryside and amused the villages telling tales; each village had its own specialist or tale teller.

ALLEN: Every nation had its own tales and men who told them. Is that where the Arabian Nights, Acsop, and the other collections came from?

SJ: Yes. Bones. There were tales handed down by oral tradition from antiquity. Then printing was invented, and those tales found their way into books.

ALLEN: Well, a tale teller doesn't have to roam the hinterland today; his tales are spread far and wide by Simon & Schuster and Doubleday. One of the most successful tale tellers today is the young man who tells the Bella tales in the New Yorker. He is also the author of the hit musical "Wish You Were Here"; the modern tale teller, Mr. Arthur Kober.

KOBER: I'm frequently asked—not frequently—once, I was asked where do I get the ideas for my stories? And the truth of the matter is, most of the stories dredge up from my own past and from things that happened to me as a child, and to my family. The Bella character is based upon the sister I don't like; but occasionally an idea is brought to me by a friend, not consciously; a story is told, and it occurs to me that it would make the basis of a New Yorker story.

This happened some time are I was have

This happened some time ago. I was having dinner with a collaborator of mine. Harold Rome, and his wife told me that her mother had visited her and her mother had

a cold.

And her mother said to her: "Darling, please pass me
(Continued on page 51)

Soda Jerkers and Bellhops Invite a New Wardrobe

By MAX LIEBMAN

Back in November, 1952, I wrote the following article under the title, "WHY DON'T YOU CHANGE THE FORMAT?":

AT?":
Build yourself a fine mousetrap, counsels the adage, and the world will beat a path to your door.
But is that good?

But is that good?

Most of them will arrive with suggestions to rebuild the trap to their design. Oh, they mean well enough, but good impulses are dangerous in this world of ours.

I have built me a little artifact that has come to the attention of reshapers. Mine is a television revue, "Your Show of Shows," now going on five years old.

It has grown steadily, and I have been encouraged to suppose that it is liked by the audiences that swell with the passing seasons, Yet, I don't want to sound too contented.

For, growth, gratifying as it is, is never a gift. You earn it and keep on earning it. This revue of mine arrived at its present form out of experimentation, trial and error and the customary expenditure of sweat and tears. The one factor that has attended its development is change.

understandably, it gets my back up when somebody asks, "When are you changing your format?"
Two replies are possible. The first, "Change from what?"
I have never had a satisfactory answer to this second

question.

Format began as a word to describe the shape and size of an object, but I am ready to accept it for the catchall it has become in television. It now undertakes to represent everything: design, content, performers, tone, duration and such technicalities as lighting and camera work, Or any separate one of them.

'Why Not a Newspaper?'

Why Not a Newspaper?

Close questioning of anybody who proposes a change of format almost invariably reveals that he has used the word as excuse for falling to specify his objections, if any, or for offering a constructive suggestion for a better format, to put the word back in his mouth.

It is just as sensible, or senseless, to object to the format of a newspaper.

News is departmentalized according to an editor's evaluation of it, and his understanding of news values is what has made him an editor. It may seem to you that the report of your daughter's wedding belongs on Page One, the same as Churchill's niece's, but its presence there would give the news a very curious imbalance. I am sure your daughter is an estimable lady, and for all I know, she may be Churchill's niece, but she is hardly a reason for reorganizing the whole field of journalism.

All right, you say, a format, i.e., a fixed form, grows too familiar. A. girl dressed according to rote; hat on the head, shoes on her feet, skirt on her hips, and a blouse on her shoulders. Certainly a monotonous distribution of garments. What re-disposition would you suggest to improve the girl's dash?

Now, don't tell me you know a girl who would look chic with her shoes on her head. I know that girl, too. She's just an exhibitionist.

You protest now that the girl has a whole closet full of clothes, and can present a brand new appearance every day. That's exactly the claim I make for "Your Shew of Shows." Granting that it holds to a format, such as the revue form, it offers change every week in every item of the program.

If I must use format in its present catchall sense, I'll try to make a case for it. Sid Caesar's vast range of talents allows him to stand as a living contradiction of the implied monotony of a format. Very well, Caesar is a format, a format of change, which is a legitimate child of a shotgun wedding of words.

I advance the same claim for Imogene Coca.

The infinite variety of these two comedians give our revue a structure, or format if you

what Had enough?
What shall we change from? From a planned routining of a show to find the best possible expression of its humors and its joy's, to a disorder for the sake of winning an argument?
The afraid it can't be done.
Chaos is never a good show.

Then Came the Tour

Then Came the Tour

In the Daily Variety of Friday, June 12, 1953, there was an item with the heading:
"MAX LIEBMAN PLANNING"
MORE FLEXIBLE FORMAT
FOR SHOW OF SHOWS"
What am I getting at? Am I taking the old fuzzy question seriously? Am I listening to false prophets? Did my janitor and the taxi driver finally get to me? The latter is actually nearest the truth.

In a recent tour of the country I have had an opportunity to talk with the soda jerker and the bellhop and I am convinced that the frame is noticed just as much as the picture, that is, after four years' viewing. After seeing over 100 pantomimes, a similar number of domestic sketches and as many monologs by Sid Caesar and after viewing over 500 production numbers, one's senses are somewhat numbed and no matter how different the content, one item begins to resemble the other. Also the fact that the features of the show are set tends to create a predictability that is inevitable.

So comes the new season, "Your Show of Shows" will be encased in a brand new frame and not only will the pictures within the frame change constantly, but the frame itself will be changed as often as necessary to eliminate entirely the element of predictability.

Old friends will be wearing a new wardrobe.

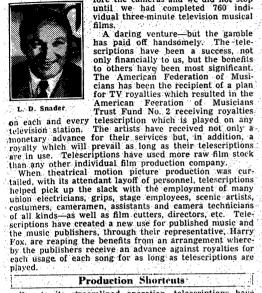


Resolving Some Major Vidpix Issues

Leading Figures In Various Aspects of TV Film Business Project a Few Thorny Problems In the Continuing Quest to Establish a Sound Basis for Future Operation

By LOUIS D. SNADER
(President, Snader Telescriptions Corp.)

In the fail of 1949 I conceived an idea to produce a library of three-minute television films featuring name musical artists which would furnish to the television industry the visual counterpart of radio's disk jockeys and their libraries of recordings. In June of 1950 the first telescription went before the cameras and we did not stop until we had completed 760 individual three-minute television musical films.



Production Shortcuts

Due to its streamlined operation, telescriptions have cut shooting-time to the bone and have set a pattern for speed of production which has hitherto been unknown in the motion picture industry. There has been great wonderment as to how we have managed to produce films of such high quality at such a minimum cost and with such speed of production. However, we have developed, through experience, many shortcuts and many secrets of efficient production.

encient production.

For the past six months we have been producing a half-hour filmed TV show featuring the outstanding artist-pianist, Liberace, and this show has completely captured the interest and fancy of the public and the buyers of television entertainment—meaning, of course, the sponsors and their agencies, as well as individual stations throughout the nation. The "Liberace Show" is now being telecast in almost 70 markets and the list is growing with the passing of each day.

Due to our activity in other directions we have had to

the passing of each day.

Due to our activity in other directions we have had to suspend the production of telescriptions for the past year. However, we have had so many requests from sponsors and stations, and the public as well, for new telescriptions that we are presently in the process of negotiating and closing a deal for the immediate production of a new library of 500 new telescriptions. These telescriptions will feature new artists, new settings, new modern techniques and will be made in one of the color-film processes to meet the color-television trend when it arrives. (According to the experts it is not too far away.) These prints will be available in 35m or 16m, in either color or black-and-white, depending on the demand.

By MARC DANIELS

(Director, 'I Married Joan')

(Director, 'I Married Joan')

Many words have been spoken and written on the pros and cons of film versus live in TV production. Having directed live for three years and film for two years, I must come out strongly for the advantage of filming shows. I hasten to add that this does not mean I am not available for a live show! Heaven forfend! After all, the way the picture gets to the home tube is not the primary interest; it is the story . . the actors . . the entertainment values that count.

The templacial advantage of filming are generally known.

The technical advantages of filming are generally known, but I would like to mention a few of them briefly. First and foremost, you have a marketable product after your show goes on the air. In addition to this commercial advantage, there is a very definite psychological advantage to the writer, actors, directors, and technicians in that the end result of a lot of hard work is not just seen once and then thrown away.

once and then thrown away.

There is a lot less strain to filming because you are not fighting the clock in the control room. You can fight the clock in the cutting room. You can turn the film over to be broadcast at the precise length, and on the night of the show sit comfortably at home and watch it without worrying whether you'll get off the air on time or whether someone will skip a page or whether all the commercials will get it right. You can turn out a more professional job because you can eliminate the natural mistakes that occur—fulfs, missed cues, wrong shots, etc. It is generally an easier life, although the work itself is sometimes harder because of the more exacting demands of the film camera. The spontaneity argument has been much advanced in

The spontaneity argument has been much advanced in favor of live shows. Also the argument that audiences like the idea of knowing that the actors are playing the show right at the moment they are viewing it. I suppose even the most stubborn "live ist" will have to admit that this joint does not really count. Viewers are interested in materialment, not method. "Lucy." "Groucho" and "Dragmet" are just three filmed shows that do pretty well even

though it is common knowledge that they are filmed anywhere from six to 10 weeks ahead of broadcast.

As for spontaneity, it is one of the most misunderstood words in our business. The paradox is that what seems like spontaneity comes from the most careful preparation. The more rehearsal you get, the more spontaneous is the performance. The actor has time to let the part sink in, he becomes free from worry about his lines or business or props, and so he can give a relaxed, natural, spontaneous performance. The secret is rehearsal—bow the director and the actors prepare the show—not the particular mechanical means used to get it to the living room screen. And it goes without saying that the filmed show is more flexible—writers and directors have more fatitude because they are not bound by the production unities of the live show.

screen. And it goes without saying that the filmed show is more flexible—writers and directors have more latitude because they are not bound by the production unities of the live show.

There are three methods of filming in use today for TV pictures. They are, first, the conventional single camera system which is used for theatrical films and for the great majority of TV films. "Dragnet," "Life of Riley" and "My Little Margie" are just three of the many shows being shot this way. The second method is the multiple camera with an audicnice system. "I love Lucy." "Groucho Marx." and "Our Miss Brooks" are shot this way, also the new Danny Thomas show and the new Ray Bolger show. The third method is the multiple camera without an audience system. The "Joan Davis Show." Burns and Allen," and some of the new filmed Jack Benny shows are being shot this way. For the sake of simplicity I will refer to these three methods as the Margie Method (one camera), the Lucy Method (three cameras with an audience). The Margie method is easy to understand as it is used the most. However, it is difficult to get sufficient coverage in the filming time available. There must be enough closeups and close shots in comedy to give the home viewer, whose average screen is somewhat less than 16 inches, a good idea of what's funny. The more coverage you want, the more camera setups you have to have and the more time it takes. Even with the remarkable crews on the TV stages today, you've got to shoot a 26-minute picture in three days. And that is the maximum, Many directors and crews are doing it in even less time. But to my way of thinking, the main disadvantage of this method of filming, particularly for comedy shows, is that there is very little rehearsal time. In many shows, two episodes are shot in one week!

Approximating Live TV

Approximating Live 14

The Lucy Method (three cameras with audience) is very much like live TV. This method can be used successfully to film any of the big variety shows which are now being done live. Preparation of both cast and crew is very similar to the live show—two days of dry rehearsal, and two days of rehearsal with all equipment, ending in the actual filming of the show before an audience, which takes about an hour and a half.

"Lucy" is shot in complete scenes, or in 10-minute segments when a scene is longer. When we first stead of the state of the segments when a scene is longer.

days of rehearsal with all equipment, ending in the actual filming of the show before an audience, which takes about an hour and a half.

"Lucy" is shot in complete scenes, or in 10-minute segments when a scene is longer. When we first started filming "Lucy" we shot the whole first half of the show in one continuous take. In order to get adequate coverage, I used four cameras. This proved not only too expensive, but it overcrowded the stage so with equipment that there was a real traffic problem. It also, made synchronization problems for the cutters as the cameras did not all start and stop at the same time. After the first show, I was asked to use only three cameras. I felt that I could not get adequate closeup coverage for comedy with three cameras unless we could stop between scenes to move the cameras and mikes from set to set. Since we were not on the air when shooting, there was no objection to this. Besides, saving money, and relieving the congestion, the system proved much more flexible. It was a boon to the writers in that they could have changes of costume, make up, or settings and could use more varied dissolves from one scene to another. Audiences did not object to waits between scenes as they felt they were watching a movie being shot and were consequently more interested. Dialog fluffs were retaken after the audience left, as well as any inserts or pickup shots which could not be covered during the performance filming.

The Lucy Method gives much better coverage and more adequate rehearsal time than the Margie Method, but even better from a directors's point of view, is the Joan Method. I was able to use the cameras pretty freely in the Lucy Method, I was able to use the cameras and the office what I had envisioned from years ago. We rehearsed for three days and then filmed the half hour in one day's shooting, with plenty of closeups for comedy coverage. As soon as I rehearsed a scene with the cameras and the 'cameranian had brushed up his preliminary lighting, it was shot and we moved on. In the

open out so that an audience councillance pening.

A recap shows that the Margie Method is the casiest to shoot, but to my way of thinking the least satisfactory since it does not give adequate rehearsal time. The Lury Method is more satisfactory but lacks the flexibility of the floan-Method, and is more expensive in that it involves a full crew for two days rather than one.

Which method is to be used is up to the star, or stars, (Continued on page 51)

By ROBERT W. SARNOFF (V.P. in Charge of NBC Film Division):

The infant television film business, which is struggling to establish itself on a sound basis as an important facet of the television industry, is currently being badgered by a growing effort to disparage the re-runs of film series.

of the television industry, is currently being badgered by a growing effort to disparage the re-runs of film series.

The campaign, seemingly spontaneous, has taken two forms: the refusation of certain key stations to carry reruns (particularly single station markets), and criticism by various columnists, both in the newspapers and in the trade press of reruns under new titles. This situation is particularly unfortunate because it is more emotional than rational. Primarily, it is based upon opinion without the benefit of knowledge of the facts.

If this situation is not corrected, it may well have serious consequences for the television industry. TV film is obviously of increasing importance as a source of programming for both station sand advertisers. Its significance to the entire industry is evidenced by the many complete issues of trade papers and magazines that are now being devoted to it. TV film, though young, is already a multimillion dollar business. However, much of this investment still remains to be recovered.

Investment still remains to be recovered.

It is no secret that few, if any film series today can recover all costs in their initial run. This is certainly true of syndication, where costs of distribution are high and are continuing to mount due to the rapid expansion of TV markets and the increasing number of stations to be covered. It is only through subsequent use that full costs can be met and profits realized.



'Short-Sighted'

Film syndicators are under no obligation to produce films for television, not to maintain, large distributing organizations if it is unprofitable to do so. It is a short-sighted policy on the part of stations to resist re-runs, because it will either force a deterioration of program quality, which would be tragic, or ultimately result in a lessening of program availabilities—a costly situation for local stations. The columbists and crities who give encouragement to such a development are doing a great disservice to the industry.

Beside the economic reason for re-runs, which is the most important one, there are other sound reasons. Ratings and sets-in-use figures on first run indicate that large, new audiences remain available for subsequent showings. Proof is often found in the higher ratings achieved by see-ond and third runs. This potential is further increased as additional stations go on the air in individual markets and as more television sets are sold.

The validity of re-runs does not mean, however, that

and as more television sets are sold.

The validity of returns does not mean, however, that every film program should necessarily continue to be shown just because it was produced. Obviously, some discrimination in selection must be exercised. However, there is no reason why a good film program should not be made available again, even to the persons who have already seen it. Who but the viewer is to say that he doesn't want to see it again. The freedom of choice is and should be his. In this country we are blessed with the opportunity to make many choices.

tunity to make many choices.

Film syndicators are currently being criticized in some quarters for offering the public returns under new titles. Some have gone so far as to call it a fraud upon the public. It is this kind of irresponsible comment, unfettered by knowledge of the facts or understanding of the business, that can do damage to the TV film business.

Obviously, where a program has been eminently successful either on its original network run, or in syndication, it is preferable to retain the original title. This has great promotional value. Furthermore, it is desirable to avoid retitling and re-editing since they present additional costs which increase the difficulty of breaking even and reduce the profit potential.

Title Priority

Many fine programs are in second run under their original titles. Those that are not, however, have been changed for legal and practical reasons. In some instances film series are available for syndication, but the producer wishes to retain title rights for his own further use. Another type of situation is found with "Preside Theatre" and "Dragnet." Here original films of each series following the network run are now in syndication. However, since both these programs continue on the network with new films, their original titles remain exclusive to the national sponsori.

The critics of retiting express great concern for the viewer who, according to them, may be fured into watching a program that he did not realize he had seen before. Well, it is quite possible that he will recognize the series, but equally likely that he may have missed that particular episode on its original showing. But it he is disappointed at seeing a repeat, he has only to turn the dial and he has lost but a few moments of time. He is no worse off than when he turns off a new program which he finds dull and boding.

We are working to help establish a vital, new business—films for television. We are trying to build it on a sound economic foundation. It cannot be done through efforts to make quick profits by producing cheap merchandise and foisting it on the public. There is no room for that kind of approach. We are trying to provide the best vehicle with which the advertiser can sell his product and the best programming with which the local station can satisfy its audience.

Re-runs are an essential part of this effort. Without them there will be no film syndication and distribution business. The consequences are obvious:



Every Television Home A Projection Room

"Laugh and the world laughs with you." Ella Wheeler Wilcox voiced this truism in a poem called "Solitude". of thought it came from Shakespeare until I looked in Bartlett's Quotations).



In the early days of radio, some programs tried to do comedy with no studio audience reaction. It didn't work. They soon found out that an audience in the studio not only timed the performers, but that each individual listener identified himself with and in effect became a part of the audience which he heard reacting for the following 15 years or so a tremendous conditioned reflex was built up in the American public.

mendous conditioned reflex was built up in the American public.

Now comes television and a great hue and cry has gone up about what is known as "canned laughter" on television comedy programs. It seems that a number of people who, not having had Jaughts coming out at them from the sereen in the movie houses, resent it on a television screen, saying that, after all; it's moving pictures. I can't disagree more heartily. It seems to me that the crux of the matter is not in what you're seeing or hearing but in the disposition of the audience. When a group of people set together in a theatre, they constitute an audience. That audience then reacts as a unit. The reaction pattern of the audience is vastly different from what the pattern of the individuals which comprise that audience would be. The proponents of 'no laughs with our pictures thank you's school of thought forget, if they ever knew, an old maxim of the motion picture industry. "Never look at a comedy in a projection room," Many producers in the past have found a comic picture very unfunny to two or three or four people in the projection room. They are flabbergasted when, previewing that same picture, they highly amused.

In television we have in effect many millions of little to the projection are contented to the projection of little projection we have in effect many millions of little projection of little projecti

In television we have in effect many millions of little projection rooms, otherwise known as living rooms, scattered around the country with one to four people sitting in them viewing this comedy material. In order to fuse them into an audience, we must let them hear a group reaction with which they can identify themselves.

The Honest' Laugh

I am sometimes confused as to whether the opponents of laughs on television are actually opposed to the practice or the abuse of the practice. They say, "I don't need an audience to tell me when to laugh." Yet they don't need an audience to tell me when to laugh." Yet they don't need exception to the crowd reaction in watching a prize-fight. They don't say, "I don't need that crowd to tell me when to get excited or when to cheer." The same holds true of a baseball game or a wrestling match. On "I Love Lucy." we film the program with an audience present so that there is an interplay between the actors and the audience and every reaction is an honest and natural one. This is also true of course of all live television. But a number of comedy television shows on film have been using certain systems to incorporate laughs which create an unnatural effect and this is quite disturbing to the home audience. Some programs put the show on film and then play that film too studio audience and record that audience's reaction, which is then put on the sound track of the original film. This gives an honest audience reaction but that reaction sometimes, in fact, most times, doesn't correspond with the timing of the actors on the film. Some programs don't ever play it in front of a studio audience but simply take recorded laughs and dub them in where the producer feels the action calls for it. This too, unless most expertly done, creates an unnatural result and uncomfortable feeling in the home audience. The viewer may not have the critical faculties to analyze exactly why he doesn't like the laugh, he just knows something is wrong, and is liable to condemn the whole idea of using laughs.

I don't feel that the television audience can really enjoy comedy at home without the reaction of a studio audience

I don't feel that the television audience can really enjoy comedy at home without the reaction of a studio audience to aid them—but that reaction must be absolutely natural and true.

SPACE SHIP AHOY!

The credits have flashed on the screen to the accompaniment of tense crescendo mounting ominous-type fantasy music that warms of strange things about to happen. For the 40th time you try to adjust your 3-D glasses over your own 4F glasses.

Suddenly a foud drum roll followed by a cymbal crash almost knocks the popeorn out of your hands and the pieture begins.

We are in the desert. It is night. Full moon

A blooming desert plant reaches right out into the first row and it seems so near an alleggic gentleman up front breaks out with the fives. The camera pans around awhile, showing cactus plants, then a frightened coyote, with gleaning white eyes, then a parked convertible, then a young couple scated snugly inside. The young Astronomy Professor has his arms around The Girl and she's bliss-fully looking up at the moon.

"Newton," she whispers, "isn't it peaceful here?"

Yup," he agrees, puffing contentedly on his pipe.

"Newton," the Girl says, closing her eyes, "please kiss me."

The Professor wishes to cater to her erotic nature, so he kisses her and she screams. Posset to take the pipe out of his mouth.

The Girl is about to act peeved when suddenly there is blinding flash overhead, something screams by with

Blowing the Whistle

It was at the Hollywood Bowl. I was enceeing a benefit. Art Tatum occupied the spotlight. Suddenly a drunk in the audience began to whistle. He was immediately shushed but acoustics at the Bowl had carried his rudeness to every corner.

ness to every corner.

I couldn't ignore the insult, and yet the guy had contributed to charity via his admission ticket. I thanked Art, and then to the audience: "A few nights ago at the Los Angeles Coliseum I saw a stint I should like to repeat. I'm yoing to ask the electrician to turn out all the lights and when I count three will everyone in the audience light a match, ready, one, two, three!"

At the height of the blaze, and in a matter of fact tone, I realked up to the microphone again and said, "Now then, will the long winded gentleman who whistled during Mr. Tatum's number please blow out the matches!"

At Jarvis.

Al Jarvis.

ear-splitting supersonic, stereophonic din and buries itself

"Newton!" cries the Girl. "What was that?"
"Just our imagination, dear," the Professor says ner-

"Just our imagination, ecan, sold over his naturally tously:
True scientific curiosity wins out over his naturally cowardly nature, however, and in a moment they are both standing before the gaping hole in the hill. The Gift smells the unearthly stratospheric dust that has settled over the spot and says:
"Newton, what is that strange odor?"
The Professor snifts, then answers.
"Just some kuklaftanollic hyposons that mutated under terrestrial pressures and guedelicized."

Her Kind of Talk

The Girl compresses her lips proudly. This is Her Man talking.

"Good heavens!" the Professor says suddenly. "Metal. This is a Space Ship!"

The Girl begs the Professor to leave it alone, he can only get hurt; forget the whole thing because nobody in the country will believe his story and maybe they should go to a strange country and start a family.

"Nonsense!" cries the Professor, his eyes burning with ivory-covered zeal. "This is an event of interplanetary significance, and I'll make a fortune out of it."

The Girl is interested now.

"A fortune? From who?"

"The Reader's Digest. I'll study the Space Man in this thing and write him up as The Most Unforgettable Character, I've Met!"

"But they won't believe you, dear," says the Girl, her galactic-grey eyes twinkling in the lunar light. "Nobody;" she adds warmly, "except me."

"Come here, you terrestrial treasure," murmurs the Professor, and he embraces her passionately under the Aurora Borealis.

At this point a huge bloodshot eye fades in and out on the serven.

Borealis,

At IIns point a huge bloodshot eye fades in and out on
the screen, then dissolves and reappears and shimmers and
glows and fades in and out again so somebody can be nominated for an Oscar, Special Effects Division, come Decem-

nated for an execution, personal bear, 1963.

Suddenly the huge metal door of the Space Ship swings open and a Space Man steps out, accompanied by out-of-this-world Space Music. (All of the notes are in the spaces, none on the staft.)

The Space Man steps out and looks slowly around.

Inst Space

He has no arms, no legs, no body.

The Girl takes one brief look at him and faints dead away. The Professor, thinking quickly, props up her head and uses it as a support for his notebook as he furiously begins scribbling scientific data.

We now see a montage of 12 scenes, developing the They-Wouldn't-Believe-Me theme. In vain does the Professor try to prod the local police into action—but to no avail, Half of the small force is on vacation, and the other cop is a bare six hours away from a life pension and is not particularly anxious to gamble with his bad heart.

Finally, after several hundred citizens begin disappearing at exactly the same spot in the hills, irate housewives write in to the local newspaper demanding an investigation—or new husbands.

write in to the local newspaper demanding an investigation or new husbands.

The newspaper editor laughs at the whole thing but finally says he'll send his copy boy to take a peek.

Suddenly the Evil Eve shimmers a few times on the screen in 3D-Technicotor and pffft! the newspaper disappears—presses, editor, copy boy and all.

The Evil Eve crinkles happily, smug in the knowledge it could stump all the experts on "What's My Line?"

In desperation, the Professor gets himself on a TV Panel Show and screams for action. The Governor sees the show about three hours later on a bot kinnie and is about to call out the militia, when: out the militia, when:

out the minta, when:
Suddenly the missing townspeople begin marching out
of the hills.
They're all fine, but they look different. Same faces,
except for dark suffering rings under vacant, staring eyes;
the gaunt, haunted look on the face; and all have innocentlooking strawberry moles directly under the tail end of the

The Professor notes this late telltale clue at a College Faculty Mixed-Couples Strip-Poker session and forthwith rushes out and hops a plane to Washington. Confronted with documentary facts, the Chief Executive

Confronted with documentary lacts, the Unice Executive acts quickly.

Pentagon intercom orders DISSOLVE INTO Bugler blowing call-to-arms DISSOLVE INTO Troops and tanks on the march DISSOLVE INTO Close-up shots of the City Hospital, where doctors are frantically operating to remove the moles from the posteriors of the townspeople—since the strawberry moles are really time bombs, primed to explode the bearer on contact with cream.

With the people safety de-moled, the big Battle Scene begins.

begins.

Space Men against Earth Men!

It is soon discovered that ordinary bullets are useless against the out-of-town invaders, who are really overgrown carrots with all the healthful vitamins left in.

In desperation, the Fourstar General cries to the Pro-

In desperation, the fessor:

"My men are dropping like flies! What kind of weapons are they using?"

"Atomic flit guns, sir," the Professor says tersely.

"But there must be something we can do! Think, man,

"Well, sir, there is one way . . " says the Professor.

He quickly whispers something to the General, orders are snapped, projectors are switched in the projection

I ALWAYS SAY

I always say if you're getting your daily bread from the television racket then the least you can do is patronize the companies that shell out the loot. I've always said that. I even said it about radio.

I sa it's easy to pan everything that shows up on TV. But I always say you can do the same thing if you're in the fish and chip business—or the lumber business or even a thing like the anchovy canning racket. I have found manythings wrong with canned anchovies—but I don't go around saying that all canned anchovies are bad. Like the way everybody's picking on TV.

everybody's picking on TV.

So why are we all of a sudden a bunch of critics? Suppose all the comedians ain't funny. Suppose some of the funny sketches ain't funny, And suppose those "get-introuble-get out-of trouble" situation story shows are labored little things and atter you've seen them you react by dunking your pinky finger in your ear and mutter with a shrug "Eh!" That doesn't mean that they won't get better.

shrug 'Eh!'. That doesn't mean that they won't get better.

Suppose the big variety shows are sometimes uneven and the camera stays on the cleavage when it's supposed to be on the feet of a dancer. Suppose there are comedians who claim to know what the public wants—suppose a lot of things—so what? Millions of people are watching and buying the products. And I'm one of them.

Take a show that reaches the west coast on Sunday afternoons called "Meet Your Congress." This is one of those crowded table panel things with a guy named Blair Moody sitting between and separating the Republicans from the Democrats. These panelists get into an argument about certain phases of government—and the tab is picked up by a sponsor named the Pressed Steel Car Co, To show my appreciation for this educational feature I ask myself what can I do to help the Pressed Steel Car Co.

What do I do? I examine the items they are plugging

what do I do? I examine the items they are plugging on their show—and I carefully note that this outfit is desirous of selling steel tanks, petroleum equipment, landing gears for planes and sanitary dairy cans.

Have You Some Pressed Steel at Home?

I says to the wife who is also anxious to patronize each and every sponsor for the reason mentioned above—i.e., we are living of TV. "To follow our usual custom which one of these items do you want to buy from the Pressed Steel Car Co?" The wife replies, "Although we have no immediate use for a steel tank, petroleum equipment, landimmediate use for a steel tank, petroleum equipment, landing gears or sanitary dairy cans, I kinda favor the steel tank."

ing gears or sanitary dairy cans, I kinda favor the steel tank."

So we got a steel tank—army style—and it makes a very nice planter for the back yard. We didn't do any shooting with it—but it might be useful if somebody attacks us—as it has a nice set of turrets—and besides we're the only once on the block with a Pressed Steel Car Co. tank.

But that ain't all. We never miss Edward Murrow in a thing called "See It Now," which is calm edition of the old uncalm March of Time films. The wife thinks Murrow talks pretty with clipped words and she fancies the way he inhales and she likes the cut of his threads—so whenever Murrow's show for the Alcoa aluminum company arrives we're right in the parlor to watch it.

Just before Mr. Murrow went off for the summer a few weeks ago, this aluminum concern was pushing a little number called aluminum cable that comes in a big spool and you put wires through the cable and somehow this helps the communication system of the country. It was fascinating to watch the film commercial with all those linemen working with Alcoa cable—so I looks at the wife and she returns an affirmative nod—and by Gad we have a swell spool of Alcoa cable in the patio right alongside the Pressed Steel Car Co, steel tank. We almost went for an aluminum suspension bridge—but our back yard just doesn't seem the place for one of those. And besides we try not to overbuy. try not to overbuy.

Here We Go Again!

Another one of the small-table educational type things we watch is "Mect the Press." We not only look but we patronize. And the wife and I sure enjoy that little Mr. Spivak when he lays back and lets one of Miss Rountree's Washington Senators bite on a baity question. We squirm right along with the harassed Senator—and when a "Meet the Press" show is over—me and the wife, well we feel like we've acquired some additional knowledge—and we always say out of appreciation you ought to help pay the piper. We always say that although someone clse said it before we did.

What to have from the "Meet the Press" spansors? They

it before we did.

What to buy from the "Meet the Press" sponsors? They generally show some pots and pans—Revere stuff—but we have plenty of pots and pans. Of course that ain't all the Revere Copper store makes—they have a line of almost everything made of copper, such as copper wire, and one day they showed some of that in their commercial—and we sent away and got ourselves some. It comes in big rolls and whenever we have people over for a "package-meat-and-dipper-bread-do," we offer them some copper wire to take home, but most of them refuse. Getting rid of copper wire to a bunch of TV people is like trying to unload chunks of albacore after a good day in the ocean. You never heard such excuses why our friends don't

You never heard such excuses why our friends don't have any use for Revere copper wire or even some Alcoa cable. Naturally we ain't offering anybody our Pressed Steel Car tank—that one's our baby—and we're keeping it

ing it.
I always say—and I say it again—if we in television don't patronize our sponsors—then who in hell will?

booth from 3-D to 2-D, the screen suddenly flattens out and the Space Men immediately fall out of the picture and back into space!

The battle is over.

Once again, Earth is temporarily safe. As the battered and dazed townspeople trudge back to rebuild their shattered homes, a solemn voice intones The

"Fellow Americans, the things you have seen here can and-may-happen-to-us.—Remember:—If-a-Space_Ship_arrives in your locality, avoid panic. DO NOT LOSE YOUR HEADS. Just quietly leave town."

A PENNY FOR YOUR THOUGHTS

By LEONARD LOUIS LEVINSON

By 1971 television was in a hell of a mess. People, in their desperate effort to avoid looking at each other, had grasped at each new mechanical improvement offered by the SeTrust, culminating in 4thwal, the tri-dimension, natural-color, life-size picture which occupied an entire wall of a room. But the people soon tired of this and when their. Projectubes burned out, they were not replaced. It appeared that television was about to go the way of the pig, almost extinct now that the electric garbage-chopper had swept the country.

The trouble was not with equip-

swept the country.

The trouble was not with equipment; but what came out. Film, long, ago, halled as the answer to the problem, had reached the vanishing point of diminishing returns. As long as there were old pictures, the video industry struggled along. But by 1970 television had caught up and was showing movies made that same year. That knocked out the last of the movie houses, which had been bravely shouldering most of the cost of the films, so Holly wood stopped making them.

Live television offered no better solution.

wood stopped making them.

Live television offered no better solution. For 25 years, the eternal optimists had slaved, schemed, stilletoed, always hoping that things would get better, but the Golden Day never came. Actors with 50 scripts a year to memorize found their capacity for forgetting limited. Somewhere above the thousand mark the outflow would clog up and then forgotten speeches or discarded directions, would suddenly pop up to bewilder the audience and humiliate the actor into retirement.

Writers were writing dry squeezed between the limits.

Writers were wrung dry, squeezed between the limita-tions of the medium and the boundaries set by censor, sponsor and producet. There was one network, CAN (Columbia-American-National) and one producer, MCM (Morris-Consolidated-Music).

(Morris-Consolidated-Music).

Sports and news events alone held up the sagging industry. Then the TV League scandal drove football off the air (three teams were caught using girls) and the FCC banned the commentator who offered to cut his own throat on camera in one last effort to bolster his plummeting rating. Now the entire medium trembled on the brink of disuse.

disuse.

Looking back today, it seems ironic that television was saved by, of all people, a psychiatrist. Dr. S. I. Aspinwall was experimenting with a new and extremely sensitive electro-enciphalogram. Replacing the old-fashioned graphs and charts with a tube-screen and harnessing magnetic waves as well as electronic impulses from the brain, Aspinwall hoped to get images which he could eventually learn to decipher and read.

It was while working with an early patient named Rep-vogle that Dr. Aspinwall noticed the zig-zags on the tube were assuming a definite pattern.

"What are you thinking about?" asked the doctor.

"What are you thinking about?" asked the doctor.

"Food." said Repvogle.

"Hmm," said the doctor, peering at the crude outline of a banana on the screen, "just as I thought."

Once the principle was discovered, American ingenuity quickly refined and perfected NC (for enciphalotransmission), as it was named. The crude images became perfect pictures: sound and color followed as a matter of course. Within two years it was possible to broadcast a perfect picture of a person's thoughts.

Now the writer was king. Relaxing alone in a softly-lit room, he need not even speak. He simply imagined and the sensitive platinum halo over his head captured his ideas, transmitted them to the NC translator in a tube-studded main control room and sent them out to light up 50,000.000 otherwise drab homes across the land.

However, not all successful writers made good Visulators, as they were now called. Peter Poop, the lemonfaced, lemon-voiced master of sarcasm, was found to project but one steady image—a pattern of lemons. Geoffrey Feincomb, the prolific detective story creator, never got through the second installment of "Who'll Buy My Violence?" He was cut off the air while his private eye was kicking a book publisher in the groin. Loris Lee, foremost practitioner of the love novel, fled from the medium, pursued by a tidal wave of unchivalrous lawsuits, when it became apparent that her program, "RoMANce" was mainly autobiographical. was mainly autobiographical.

History of Herman

But a surprising number of authors survived and many people who had been too lazy or too inarticulate with words became popular. Of the latter, the foremost was Herman Mercury. Born of a broken home, little Herman spent alternate weeks with a doting mother and a stern, father. In the maternal custody, he was encouraged to develop his natural left-handedness. This appeared rather sinister to his father, who did everything he could to break the habit. The result was that Herman never learned to write with either hand and acquired a stammer, and distressing that both parents abandoned him at the age of 29.

Herman's first appearance on NC was quite accidental.

or distressing that both parents abandoned him at the age of 29.

Herman's first appearance on NC was quite accidental, it was on lower Fifth Avenue, March 17, 1973, and the traditional St. Patrick's Day parade was forming. 'A discussion between two rival benevolent organizations resulted in the launching of a flight of bricks into the air, one of which felled the CAN commentator-visualator who was on the spot. Herman, standing near the abandoned NC halo, his head in the clouds as usual, was picked up by the delicate instrument. Immediately, millions of darkened screens blazed with a lilting Irish tale of love and music, topped by a rollicking new come-all-ye. "The Bog-Trotters! Ball," which started the frenzied clog-dancing craze that agitated the world for the next three weeks. Even before the fade-out of this first production, alert CAN vice-presidents had traced the source and hired Mercury to think under sponsorship. Nor did he disappoint them. He was able to dream almost on the spur of the moment and each dream was beautiful, from the delightful animated opening titles to that ever-present final credit—"This Has Been an Herman Mercury Thought Success sweetened life for Herman.

Success sweetened life for Herman. For almost two years the delightful stories flowed from

Mercury's head like quicksilver and the world was entranced. Then one evening, after he unlocked the door following an especially satisfying thoughteast, the assembled vice-presidents greeted him with silence instead of the usual florid congratulations. Shenikker, the vice-president in charge of vice-presidents, spoke for the group.

Lately there had been some complaints. Matters too small to mention and disturb Mercury's thought patterns, but tonight they had all been repeated and enlarged. Herman had run two minutes over, for one thing. And for another, the commercial for National Drive-In Self-Service Crematoriums had not been integrated as deftly as the sponsor desired. Also, that dress the heroine had worn. It would have been just dandy if the girl hadn't moved around so quickly. In the future, wouldn't Herman like to refer to drawings sketched up for him by the studio designer, like the other Visulators did?

Herman was rather short with the vice-presidents. His stuttering always increased when he was annoyed and it took him some time to answer them. Taking up their points in irregular order, he refused to use process shots and would continue to dress his women as he saw fit he was an artist and if they wanted a human metronome who would come out on the second, they could replace him with Dr. Schwartzwald, who visioned the time signals he would be glad to give his opinion of the sponsor via NC, over a closed circuit, but they'd better supply him with a heavy-duty, east-iron halo.

That first time Herman got away with it, but the cloud he begret than a wan's hand hegan to great service.

That first time Herman got away with it, but the cloud no bigger than a man's haid began to grow. Some perversity in his brain made him think thoughts on the air that he never thought at other times. At least, not right out front in the first level of his mind. And they were slippery little zippy ideas which darted in and flipped out, plunging households into violent argument as to whether they had actually been seen or were the product of someone's nasty mind.

When network censors accused Mercury he protested his innocence and blamed their scatalogical imaginations. And for a while he was able to override them. Of course,

The Autobiography Of A Stupid Genius

By BERT MEKIN

(As told to Lawrence and Lee).

Hollywood.

Nobody who hasn't heard of me has probably never heard of television. The fact that you have never seen Bert Mekin's face nor heard the voice of Bert Mekin does not mean that Bert Mekin is not a household word in every household from a 10-inch screen up. The fact that the Lemon Growers Association of the Yakima Valley have voted me "Mr. Television of 1953" gives you a rough idea how big a man Bert Mekin is. I am the Uncle Milite of the package business.

How did I get my start? It was in my blood. My folks were old show people. My Mother was a speller for a song-Great Atlantic & Pacific Tea. Co. I got my start in the and up 1 get my start? It was in my blood. My folks were old show people. My Mother was a speller for a song-Great Atlantic & Pacific Tea Co. 1 got my start in the Great Atlantic and Pacific Tea Co. 1 got my start in the borseht circuit, as an understudy to a busboy at Grossinger's. Night after night, 1 waited for my big chance to go on. But the busboy never got sick. He ate at Howard Johnson's.

It was then that I realized the performer is only the

Johnson's.

It was then that I realized the performer is only the second assistant director to the real genius of show biz: the idea man. Ideas! That's what people want. You don't have to be a writer. You don't have to be an actor. You don't have to be a writer. You don't have to be funny. You don't even have to have an idea. If you are a big enough genius, other people will bring their ideas to you and tell you that you thought them up.

How do you start out to be a genius? Simple. You get a publicity man who tells everybody you are a genius. Education is a very bad handicap for a genius because you are tempted to get into arguments with people who know more about it than you do. If you know absolutely nothing about something, people are afraid to argue with you. They figure anybody who is that dumb must be a genius, or else how did he get to be where he is?

When you look down the list of my successful shows "South Atlantic." "I Remember Aunt Fanny," "What's My Occupation?" "Planet Patrol," "Studio Two," "Life With Lucy," "I Love Luigi," "The Unsuspected," "The 'Frisco Kid') people sometimes wonder how I think them 'all up. The answer is simple. I have an unerring sense of what the public wants is to read the grosses. In Vanter y. I only create ideas which have already made big grosses. Another help in being a successful genius is to be able to read unjet down. When I am in a meeting at somebod's read unjet down.

Another help in being a successful genius is to be able to read upside down. When I am in a meeting at somebody's office, there is no telling how much you can relax your creative mind by reading everything on his desk upside down without his knowing it. I have gotten the inspiration for some of my best original ideas in this way.

for some of my best original ideas in this way.

If there is one thing a genius must make absolutely sure of, it is that everybody should know of his enormous contribution. You should demand a full-screen card at least four places in each half-hour reading: "Created by Bert Mekin." If possible, there should be some confusion in the public mind as to whether the sponsor is Bert Mekin or General Foods. In case a particular show is lousy, you should quick have them put on a closing credit, which says: "A Bert Mekin Production"; in the language of television today, this is a disclaimer which means you had absolutely nothing to do with the show.

You cannot help running into a few tealous people who

nad absolutely nothing to do with the show.

You cannot help running into a few jealous people who will sometimes say to you behind your back, "Bert Mekin! That goniff!" This is the price of success. This is what happens to all of us who get to the top. Whenever these little people sneer at my creative talents, I do not let-il bother me. I do not worry. My conscience is clear. Deep in my heart—I stole it first!

he never would have succeeded if it were possible to kine-scope NC, but for some obscure reason no one had found a way to put thought transmission on film.

a way to put thought transmission on film.
Since no one eyer stands still and nothing remains constant (Levinson's Law), those vagrant ideas of Herman Mercury became more and more wayward. There came a day when he had to face the chairman of the board of CAN and admit that the "Flashing Garters" number in his last production, "Paris After Dark," had been a trifle over-done, or underdone, depending on the viewpoint.

"Mercury," thundered the chairman of the board, "we're giving you one last chance. Tonight, if there is one tiny vestige of er... humpf... well: __you know what ___in your production, we will take advantage of the escape clause in your contract and relieve you of your halo"

To have his only means of expression snatched out from over him was a contingency Herman shuddered to visualize and he promised fervently to think only lotty, santary thoughts a something Biblical, perhaps.

And after he locked the door of his studio and relaxed under his monogrammed platinum circle; Mercury's mind turned to the Bible. Unfortunately, he began at the be-

With something akin to desperation he tried to straighten out and he did manage to clean up the fourth and third planes of his mind before the red "go" light went on, but the second layer realized with horror that the first, or broadcasting, level was throwing on the screen a musical councy based on the Book of Genesis, titled "Adamant Eye."

Late 20th Century Version

Before he rould switch over to anything else, he was in the Garden of Eden, frantically trying to think nothing but head shots and close-ups of his two characters and tong shots of beautiful foliage. With a mighty effort he dissolved and merged everything by costuming the pair in tasteful shrubbery and went on with his story. Yet all was not smooth sailing: Time after time the story gathered speed and threatened to leave the rails. The introduction of the Apple raised double enfendre to triple and you can imagine what happened after the Snake made his entrance.

entrance. Then, as if to add a finishing touch, the backfield of Herman's heain remembered a historic parallel and the poor man found the hands of his mind full, trying to keep. Mae West from hipping her way through the Garden. And while he was busy beating Mae back into the bushes on one side of the set, another part of his mind allowed other sirens of old to invade his Paradise from the opposite entrance. Soon the woods were full of Turners and Grablés and Monroes and Russells. Somehow the original cast, and plot were lost in the melec and Herman signed off ahead of time, certain that this had been his final fhoughteast.

cast:
As he unlocked and opened the door, he braced himself for the onslaught. But outside he found only a crowd of technicians muttering, testing, tapping as they checked switches, cables, circuits.

Well, thought Herman, that last sequence must have blown the fuses. But a few cautious questions revealed that the trouble had started just before he went on the air and no part of his program had even reached Main Control. Mercury exhaled a sign of relief. A reprieve, Possibly by next Tuesday night he could think out a footproof, incorruptible story.

Still Another Plot

Leaving the CAN building, he began working on the next production as he walked home. He needed a sate period. The settling of the Pilgrims in New England might do. Not a very joyful period, but he could brighten it with triendly Indians, a pirate or two, maybe a song like "How Hester Won Her Scarlet A"—no, no, there it was; again! Herman, my boy, he told himself, you've simply got to flush that mind of yours.

was, again! Herman, my boy, be told himself, you've simply got to flush that mind of yours.

He was interrupted by the corner newsdealer, who complimented him, with a merry twinkle, on tonight's program. Poor fellow must have made a mistake, Mercury thought as he turned toward his parlment. There the doorman said: "That was prefly hot stuff toward the end. Mr. Mercury. I seen it down at Sheehan's on my supper hour." Now Herman was puzzled. The telephone girl and the elevator man, neither of whom ever missed a Mercury thoughteast, were both more than ordinarily enthusiastic.

As he took off his coat and sat down, Herman tried to explain it to himself. They were all kilding him; each had missed the program and was covering up. But that couldn't explain the little details they had mentioned, the singing of snatches of the "Snake's Siren Song." Yet the program had not gone out over the air, of that he was positive. Otherwise he would never have left the studio under his own power. He would have been propelled out of CAN by a flying wedge of vice-presidents.

The telephone rang and he answered it. Minabel Maverick, one of his most enthusiastic fans, was calling from San Antonio, Texas. Minabel gushied like one of her oil wells. She'd just loved the program. All Texas just loved it. It had that chile con carne flavor, Sugar, and just keep 'em coming that way, Honeynot.

Mercury hung up and dialed his cousin in Idaho They loved the show up there, too. Next he phoned the old time star, Donald O'Conner, who had retired to Floridatime star, Donald O'Conner, who had retired to Floridatime star, Donald o'Conner, who had given him the first touch of the Fountain of Youth since he arrived in St. Augustine.

Now Herman could no longer doubt what had happened Now Herman could no longer doubt what had happened. He had leaped clear over the dead, useless marhines of CAN, A, T, & T, and SeTrust, straight to the minds of the people. From now on he could thoughteast as he pleased. Honi soit qui mal y pense! Evil unto him who evil thinks. Down with the sponsors and vice-presidents and censors and agents. But how would he live? That was the question.

Excuse me a moment, patient reader. I just remembered to send off my annual penny to Herman Mercury. A ridiculous-sum?—Of-course-it-is-But-Herman-has-50,-000,000 loyal listeners who send him a penny a year. Sometimes it's a struggle, but he gets by.

POET AND PEASANT

"Darling, I wanted to call you early last week but I knew you'd be up to your neck in deadlines and I thought I'd wait 'til you were out of the woods before disturbing you. I saw your show last night, Sweetie; I was visiting with some friends in Bucks County and the reception wasn't too good, but I just adored what I could see. That's one of the reasons I'm calling: to tell you to stop rewriting that script because it was on last night. I know you're too busy to keep up with all these things and, anyway, what's an agent for if she doesn't keep her clients posted . . .?

- at Cherio's this "Oh, and I was speaking to noon and, strictly between us, he's looking for a replacement for one of his biggest shows. I can't mention the name but you'd swoon if I told you. Anyway, he wants to replace it with a situation comedy, something that's warm and with lots of heart; a slice of Americana. Sort of a combination of "Mama" and "The Goldbergs." You know. I told him you were just the writer to come up with some thing for him and he was very interested. So get busy and write nine or 10 audition scripts and there's a good chance something will come of it. Of course I know how busy you are rewriting your next four shows, but try to squeeze this into tour speaking. this into your schedule, Dear, because it may very well turn into something Big. As usual, I made it absolutely clear to him that a writer of your stature in the industry doesn't write on spec and he agreed with me 100%. That's why he promised you a piece of the show if it runs over 156 weeks. One percent of the profits.

"Let me see, what else? Oh, yes, I had lunch Tuesday at Louis and Armand's with -- and I tried to get you more money on that show. He said you were perfectly right, you deserved much more, but at the moment the show is way over budget and, anyway, your last script for him wasn't too successful. But I wouldn't let him up from the table until he promised you an increase in the fall. Fifteen dollars per script more than you're getting now after your first 11 shows,

—Pit and All

"Before I forget, I had cocktails with _____ at Tony's Wife last Thursday and he told m eyour last 49 outlines aren't exactly what he wants. Too downbeat, he said. Oh, yes, and I told him then what you suggested about you writers getting paid for outlines and he swallowed the olive from his Martini whole, pit and all. So that was that. .

"Friday I think it was, I bumped into at ardi's and spoke to him about video credits for you'on is show. He said there was nothing he'd rather do than give you writers all the credit in the world, but his

them. You really have to play ball with these people. . . .

'What Do They Know?'

"Did you see _______ 's review of your show in this morning's paper? I hope not because he really took you over the coals, Sweetie. Someday I'd really like to tell that man a few things about writing, and after this review I'm convinced more than ever that he has something against you personally. Oh, of course, he loved the production and the direction was superb and the performances were maryelous. The only thing he didn't like about the whole show was the script. So you'd better not read his review. Dear. What gets me is that they never get the subtle point you're trying to make. I mean, it was so obvious to me in the show last night that they never get the subtle point you're trying to make. I mean, it was so obvious to me in the show last night that they never get me a real pain, and ... "Oh, I've got to run now. I'm meeting _____ of the review ers give me a real pain, and ... "Oh, I've got to run now. I'm meeting _____ at Toots' to get him to let you do a couple of scripts for him. I know they don't pay anything, practically, but it is a prestige show and I'd like to get you a few good credits like that. All right, then, I'll phone you later in the week. Darling I keep thinking I' had something else to tell you. Oh, yes! I remember now. Your wife phoned me a while ago and asked me to tell you to come out of the bedroom sometime today because the men are coming to take your living room sofa out to be cleaned and your wife won't be able to sleep on it again tonight. So she'll have to sleep in her own bed, at least until they bring the sofa back, and I guess you'll have to do those rewrites in the phone, so I'm sure she'll be able to sleep right through the noise of your typewriter during the night. . ."

Benedict Gimbel, Jr.'s Definition

The radio business is like love When it's good, it's won-derful, and when it's lousy it's still not so bad.

The TV Writer

VARIETY

Continued from page 35

the various taboos and restrictions are justifiable, and it is difficult to see how the industry could function without them. However, I still believe there is a lot of reward to be gotten out of television writing. I have seen some hourlength shows that I thought were first-rate theatre. These shows were as good as almost anything I've seen on the stage in the past few years, although I don't think it's accurate to compare the two mediums. I think television is just now beginning to find a level of theatre indigenous to itself. I think that good television will move away from violence and activity. What seems to make the best television writing at the moment is the development of a simple incident to one synthesized point of crisis. One of the best shows I have seen on television was Horton Foote's "A Trip to Bountiful." It was a delicate, gentle story which had neither the weight of a legitimate play nor the flowing stamina of a good movie. It had a feel that seemed peculiarly suited to television, quiet, intimate, and, at the same time, unrelentingly intense. But, more than anything else, the script was marked by the most literal reality. Foote avoided chasing big dramatic moments but exploited the mundane minute-by-minute movement of each scene. It indicated to me that television was an exciting medium for the exploration of genuine life situations, small in scope but profound in terms of the audience's recognition.

In the theatre, they used to call this kind of a show "a small play," meaning that while it had charm and theatri-

audience's recognition.

In the theatre, they used to call this kind of a show "a small play," meaning that while it had charm and theatrical value it was not broad enough to fill out a full evening's entertainment as a play. It seems ideal for a 53-minute script. The camera allows us to deal in subtitles and mood. There is no other medium for this kind of show. It is strictly television. It is also, for lack of a better word; art

art.

All this, of course, depends upon your producer, because somebody has to buy your script. I don't know many producers. Actually, I only know Fred Coe. I think he is an extremely gifted producer. His advertising agency respects him enough to let him make the decisions. His directors are thoroughly professional and talented. His entire staff is efficient. Week in and week out, they put on a good run of shows, and now and then they put on a show that is startling.

With such a production unit, the writer can work out scripts which give him that satisfaction necessary to avoid heartache. At least, that has been my experience.

By THOMAS W. PHIPPS

I consider myself a remarkably lucky fellow.

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Tha writer, have stumbled onto a medium that I believe I have a certain instinctive understanding for, that I find reasonably easy to deal with, that stimulates me, challenges me and gives me the greatest satisfaction and, at the same time, has, for the past two or three years, provided me with a more than adequate living.

The medium is Television.

The medium is Television.

with a more than adequate living.

The medium is Television.

First of all, I'd like to try and explain what I mean by "a certain instinctive understanding." The form of which I am the most familiar is the original hour dramatic play. Well—a good part of the time it seems to come quite easy to me. Not only do I find that when I've finished a script it usually is within two or three minutes of the required playing time, but the story often seems to fall, without undue forcing, into the natural three-act form. I feel that I am fortunate in that when I think of a TV play I seem to see it in the whole, I see my beginning, middle and end, I see my characters, major and minor the fewer the better), the mechanics do not bother me, nor am I noticeably concerned with the balance of acts. Act One seems to lead to Act Two. Act Two to Act Three.

This I am daily grateful for, because it has never happened to me before in any other kind of writing, and I can only refer to it as a "certain instinctive understanding of the medium."

I do not mean to suggest that I have come up with any magic formula, that all I have to do is press a few buttons and out comes a play. Even if that were the truth I'm not sure that I'd enjoy it. Half the satisfaction of writing television plays is beating the endless problems—how to a considerable costume change is required without falling back on the old device of padding—how to cut out the ballroom set and still suggest a large party. But because I feel so comfortable in the medium, these problems, instead of appalling me, interest me. I know they can be beaten because I've beaten them before. The trick is how to beat them this time.

As to it stimulating me I can only say that it never stops doing that. From the minute a scene is finished I can

As to it stimulating me I can only say that it never stops doing that. From the minute a scene is finished I can hardly wait to see it in rehearsal, and as to it being a challenge, I can only say that as yet, I am sure that I, personally, haven't eyen begun to scratch the surface of what the medium can really handle in the way of provocative and dramatic ideas.

This, then, is the medium I say I'm lucky enough to have stumbled on.

This, then is the medium I say I'm lucky enough to have stumbled on.

It has its shortcomings to be sure—the morning after your play which you are assured has been seen by 5.850.000 people—and yet your phone never rings once—the almost vurgar swallowing up of ideas as if they were cough drops—the still slightly hitor-miss method of casting—and the still sheavy breathing of the agency man, never directly down your neck; but even more uncomfortably, coming at you from an angle.

But against this your have the delight of finishing a script on Monday and having it in rehearsal the following Friday—the warmth on show night generated by the technicians, the players, the producer and the director—awarmth and real team spirit which seems to make the whole thing so very rewarding. You have the increasing sense of professionalism, this is no gimmick no 90-day wonder, but a tremendously difficult and intricate art form to master. And you have, perhaps the greatest satisfaction of all, the knowledge that the little box, if you've written your scenes well enough, can move, stimulate and amuse an audience just as surely as can the screen of the Music Hall, or the stage of the Shubert.

I have never before really found myself as a writer. Television—has—given—me—my-first—sense—of—professional—confidence. I feel completely at home in it.

I have written fiction; articles, motion pictures, but somehow I have always felt there was a certain block

'OZZIEMAMAPEEPERS-VILLE'

By DAVID SWIFT

Hy DAVID SWIFT

I think we have located at last that common weal with the viewer: the half-hour TV show which doesn't electrify, stun or shock, but is merely delightfully entertaining. I'm speaking of the Situation Comedy, that quiet, emotionally solvent 24-minute sliver of life between honest characters. Mana, Ozzie & Harrlet, Lucy, Burns & Allen, Mr. Peepers, and. on the West Coast, a fine local show Life with Elizabeth, prove the effectiveness of whimsy, gentleness and balanced thought-out comedy. This, I believe, is the order of things to come. The portent of next year's programming: more situation comedies, more homely stories about nice peeple who can be loved, sympathized with, laughed at, pitied.

The disaster of our business is that responsible people

with, laughed at, pitied.

The disaster of our business is that responsible people in television actually will absorb and believe at face value this dross I've written above. Plans are in the wind that would make you shudder. Programming executives and agencies are planning an enormous onslaught of situation comedies for 1954 that should pretty well snuff out the TV viewer in a mole-colored, tasteless pap of triviality. Knock on any door, Madison Avenue or Sunset Boulevard, and you're bound to hear dialog that goes something like this:

". and Jack Carter lives in this Boarding House."
"Nobody'll buy Carter," the agency men say.
"Wait! This is the new Jack Carter. This is the Situation Comedy Jack Carter. He lives in this Boarding House and he's got a wife."

"A wife!" the agency men say, a glimmer of response starting to flicker.

He's got this wife . . . and he's got kids, too."

"Kids!" the agency men say.

"And here's the twist, he loves his wife and kids."

"Love!" chorus the agency men. "Keep talking, Eddie, you got us hypnotized."

After Mama Comes Daddy

Love, wife, kids. The new era. If they want situation comedy, give it to 'em till it comes' out their cars. Get your 26-week contract and run. They're hot for situation comedies this year. The question is, run where? What will they be hot for in 1955 or 1956? A show like Mama is unquestionably superior today, but does this mean a year from now it should be preceded by Auntie, and followed by Daddy? This trend of thinking on situation comedy was induced, I presume, by the steady non-vaccilating Nielsens and Trendex reports of a type of show known as "Ozziemamapeepers-Ville." And immediately the illuminati of Toots Shor and the Brown Derby crystalize their predictions. It's a public trend, they say. Send the boys in. Hold the phone calls. Hell, I've got a little place in Larchmont with a wife and kids. We'll dream up a family type show.

To gainsay this "Ozziemamapeepers-Ville" thinking for a moment, I don't believe more situation comedies means better television anymore than I believe ladling one's soup away from oneself means better breeding. We should profit from the nistakes_made by the Motion Picture Industry in the past. They rushed headlong into cyclical entertainment trends: the Religious epics, the psychopathological dramas, the Religious epics, the psychopathological dramas, the Adult Westerns, the Racial Stories; following as they thought each phase of public taste. They bled each trend, then waited for the real showmen, the Stanley Kramers and the John Hustons, to open the paths, show them new routes of entertainment values.

Enough, Enough

Enough; Enough

And here we are, about to repeat the pattern. It's a crime. An idea-thirsty medium like ours has no need to succumb to excessiveness in any phase of entertainment. I believe we should leave "Ozziemamapecpers-Ville" to their well deserved niehe and find some new and fresh entertainment ideas. I'd like to build a show around Tallulah Bankhead as Mother Superior in a minnery; I'd like to dramatize the fine short stories of John Cheever or John Collier; there's room for a high class show about Washington—most of your friends can name any fighter on the Palst Blue Ribbon Bouts, but don't know their own Representative in Congress. How about Tom Ewell portraying a junior Senator in the Capitol? I'd like to see the great talent of Elliott Nugent as a man of culture to open the vistas of things I know little about; Astronomy, ethnics, civic welfare. Any direction a writer points his thoughts can lead to intelligent programming, new entertainment avenues: But let's entertain in diverse paths. Electrify an audience, delight it, amaze it, absorb it in fine drama or astounding revelations or comprehensive new ideas. But let's not hull time with an endless array of situation comedies. That lovely tune, the clink of silver dollars passing from sponsor to network, can give way to a new sound, you know. One enormous ear-shattering "Click!" as 45,000,000 TV sets are turned off; the tinkling of 45,000,000 keys turning 45,000,000 ignitions on cars bound once again for the neighborhood movie house.

between me and the page—but now, at last, I'm free. If I have a good idea I feel as if I really know how to put it down—how to get the most out of it. I'm no longer writing by ear, I'm writing surely, I'm writing happily.

Of course, I want to have a play on Broadway, but every seene I write for television is, I hope, bringing me that much eloser

If it never happens I'm still enjoying a lot of first nights, writing for a <u>lot</u> of fine actors, with the added luxury of over half the time never even being reviewed!

Yes, I consider myself a remarkably lucky fellow.

Prima Donna Pachyderm

Through the years we have been famous for "animal acts" on "Truth Or Consequences." In checking props one year we had a phone call at the crack of dawn from a theatre manager in Denver saying yes, the elephant arrived okay but "we did not expect a donkey, a camel and the St. Bernard." The trainer was very calm, "They're Rosie's traveling companions and she never went any where without them." An entire storehouse next to the theatre had to be rented to keep Rosie happy at Edwards' expense, of course.

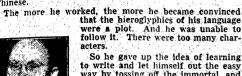
Ralph Edwards.

TV's Dilemma: Which Comes First, Picture or Words?

By CARROLL CARROLL

Hollywood.

Once upon a time a Mandarin, who was a little slow in the head, struggled with the intricacies of written



So he gave up the idea of learning to write and let himself out the easy way by tossing off the immortal, and eternally inaccurate, observation that "one picture is worth 10,000 words."

In the interest of rounding out the story, it must be added that he ultimately had to dagger himself to his ancestors because he found out he drew so badly he couldn't play anything but stud.

Nevertheless, his remark lived. But this Oriental chop sucy doesn't really make good sirloin sense, and it has fooled many an occidental into believing that the Kodak really is mightier than the Paper-mate. This thought prevailed for years in Hollywood until Vitaphone startled the world and broke the sound barrier.

the world and broke the sound barrier.

It was at this point that motion pictures practically stopped moving. For a while, "10.000 words" took over and yery nearly killed the cinema. This was finally corrected and a nice balance of words and pictures was struck until today no picture is worth 10,000 anything unless it's 3-D; in which case one picture is worth 10,000 anything unless it's 3-D; in which case one picture is worth 10,000 anything unless it's 3-D; in which case one picture is worth 10,000 anything unless it's 3-D; in which case one picture is worth 10,000 words. But that's another problem.

Television brought the old Chinese proverb back in business. One picture was again valued at 10,000 words. And if the subject happened to be wearing an equatorial decolletage, the one picture got classed with "The Iliad." But this competition to "the face that launched a thousand ships" probably did not worry the blind bard. Scated up there on his custom-built cloud, he must have quickly divined that all the action he needed, to chalk up another grandslam Homer, for the TV league, was to tell his corpored agents on earth to reactivate "The Odyssey"; recostume it in plastic helmets, and call it "Space Patrol," But that, too, is another problem.

TV-Frippery Incubator

A third problem and, perhaps, the nub of this delicately veiled thesis concerning the fluctuating value of pictures and words came to light recently by way of a bit of femi-

and words came to light recently by way of a bit of feminine frippery.

The wife of a friend, who happens to be a TV producer, showed up at a dinner party wearing a very attractive, beaded bib. Being an admirer of such doodaddery, as well as producers' wives, I complimented him on her and her on her collar. She told me she'd made the collar herself. He didn't discuss his prowess.

My life's-companion, who does more different things in a day than even Orson Welles thought of in his heyday, asked the lady when she got time to do such intricate fancywork. The answer was arresting. "While watching television," were her very words.

I have since learned that she is not the only woman who hustles her handicraft to Max Liebman's most beautifully staged adagios or Robert Montgomery's more dramatic camera angles while softly boo-boo-boo-booing the tune to "Ajax, the foaming cleanser."

The wife of a very handsome and popular young actor who has given his best to all the media of mass hypnosis tells me she never thinks of sitting down to a quiet evening in front of The Picture Box without a basketful of "handsewing."

An immediate false premise can be drawn that television is receiving the art of fancy needlework among our

ining in front of The Picture Box without a basketful of "handsewing."

An immediate false premise can be drawn that television is reviving the art of fancy needlework among our gentlewomen.

I don't think we should allow ourselves to be drawn into this trap of reasoning, Rather we should turn, for a moment, from the Celestial estimate of the value of one picture and consider a remark made at the opening of one of the larger Television Studios. Looking around at the vast empty space with its high ceilings, its wide walls. Its ample floor space and its general air of emptiness, a visitor nurmured "without writers this could quickly become a warehouse."

Was he right or was the Chinaman who placed his faith in pictures. This is the endless "chicken-or-the-egg" argument that goes on anent TV. Which comes first, the picture or the words? These are the Scylla and Charybdis between which rages a seething sea of danger and a firm hand must be kept on the rudder to keep the ship from being swept to-one extreme, or the other.

Costello's Hands Vs. Mess of Words

For example. To prove the potency of photography, Proponents of the picture point out the strength and completeness of such a shot as the one we saw of Frank Costello's hands during the Congressional investigation of Eugsteen

tello's hands during the Congressional investigation of gangsters.

It can't be denied that this picture was worth quite a mess of words. On the other hand, without some pretty clear descriptive words, here and there, in that same TV pick-up no one would have been able to tell which were the Congressmen and words are words and can't really be compared with each other. To try to compare their relative values is as unfair as comparing any relatives. Your preference must be guided by your love and affection. Some love pictures, some love words. The world in general loves both as proved by the complete acceptance of that thorough wedding of words and pictures, the comic strip.

Television grows more and more healthy each week as the realization crystalizes that no picture is worth 10,000 words and no group of words can take the place of a good picture.

words and no group of words can take the plettine.

After all both the men with the cameras and the men with the typewriters think, each in his own way, in terms of pictures. Those that take shape through a ribbon can greatly augment those born through a lens. And it's the unification of the two forces that makes television the mightiest power in mass communications.

Notes to the Networks



In the top left-hand drawer of my desk there is a pad on which Tve written some notes to the networks. They have to do with television. Now before you get the idea, "is this another guy sounding off on what's wrong with televesion." let me say that, in this man's opinion, TV, despite all the criticism, has made great strides—especially in the last two years. I know some of the programs have been sub-standard, and there's still plenty of room for improvement, but Mr. and Mrs. set owner and their children have stayed at home because there has been something on the set for everyone.

The various forums—seeing and hearing from the men who have their eye on the White. House for 1956. Television is doing more than just photographing them. They are actually being fluoroscoped, and we can see through them. Was there ever greater pageantry than the Coronation? Such dramagiving us all, grownups and children, a lesson in history. The musical programs have been excellent and the dramatic plays much better. As for comedy, I believe the "tried and true" comedians have, by and large, been better—much better—than when they started.

What About Writers?

What About Writers?

Okay, now I'll get back to the purpose of this piece-

Okay, now I'll get back to the purpose of this piece—notes to the networks:

Knowing how much is dependent on the written word, what are you doing about new writers? When the present group of older comics—men with good memories and a great deal of experience—have packed away their wigs and writteisms, the new comedians will be oh, so helpless without fine writing. Therefore would it not be wite to search the universities throughout the land for writing talent—youngsters who do the college shows—who put grins into the college papers? The networks can certainly afford to hire 50 or 60 of them. Even if 80% of these writers fail, the remaining 20% niight one day save a dozen of the comedy programs.

There has to be a stricter censorship by the networks. Comedians have taken most of the blame from the critics. I offer this, not in defense of the CWT.—comics without taste—but doesn't the network have the last say on what appears in a comic's routine? Sure, the shortsighted guy will squawk. Let him yell his head off. You are running the show. Point out to him that section of his contract wherein you have the power to keep out that which is objectionable and controversial. If the guy insists, you remember what happened in radio? You cut him off for that portion of the show which you felt should not enter the homes.

Long-Suffering Mother-in-Law

For the program's benefit, advise very strongly against the use of certain types of jokes—the mother-in-law one, for example. It can be costly. Every mother-in-law is somebody's mother. Often she may be the one in the family who does the buying of the product you are trying to sell. Why alienate any customers for a laugh?

A few years ago when certain people wanted to tape their radio programs, there were strenuous objections on the part of the networks. There is the same attitude toward filming the television shows. Eventually, dearpeople, you've got to do it. Why not now? Expensive? Not so that you can't live. It will make for bigger sales, and sales will keep the sponsors happy, and the sponsors keep the networks happy?

The stars should be forced to make a greater effort in selling the product. We should always keep in mind that the entertainer, and what he does, is the "hootchy-coochy" dance to attract a crowd, which you must have in order to sell the bottles of medicine. Why stop with the dance? Why not get in there with the pitchman? You'll last longer.

Those Cuffo Plugs

On the subject of product selling, the networks have got to crack down harder on the writers and comics who steal time from their employers to plug something for somebody, for which they get something. There are guys in Hollywood whose garages and spare rooms are filled with articles other than their sponsors' products as a result of "sneaked-in" plugs.

When you executives discover a new comic in a night club or a movie theatre or wherever vaudeville is still alive, don't be fooled by the fact that the guy's act "kills" the audience. Remember it has taken the fellow five years or more to get a good half hour. Maybe that's all he has. He may have a good hour. That doesn't mean he's ready for a show of his own. Don't look at the comic's present—think of his future. Keep his act in reserve. Get him started in something fresh—in other words, see whether or not he makes good in a vehicle where he does not have to break it in for a couple of seasons. Give him the intelligent handling of a "Mr. Peepers" which made a TV star out of Wally Cox; or the way Red Buttons is being presented. Recently I have seen several comics who had two guest shots eating up a routine they built up for several years. On the third appearance, due to faulty writing, they laid the well known omelet. I place the blame on the doorstep of the networks. They should know better. They have the money; they have the intelligence; they should surround themselves with more showmen.

Need Inter-Network Camaraderie

Television is bigger than the networks. You fellows ought to stop being petty. There should be a greater interchange of stars. What helps television will increase the stature of the networks. What made the Palace in the old days was the fact that we all worked together. We were not merely an act. We all worked and made it a show. Hence the long runs. The audience felt the camaraderie which existed among the performers. This is what television needs.

Another and final note to the networks—don't keep both eyes on the rating. Save one eye for the show. You and the advertising agencies must educate the sponsors about this rating business. Too many programs are not given a chance because you guys are impatient. Some of

Some Interesting Dates In Broadcasting History By MH.TON JOSEFSBERG Riollywood.

(Note: The other day I saw Cinerama, and much as I was impressed by this technical method of riding a roller coaster, I was crew more impressed by the prolog preceding this phenomenon which traces the entire history of motion pictures. This prolog copered the annals of the celluloid from crude kineloscope, through "Talkies," to the "Three D.", or "Let's Get Even With Television and Show the People That We Can Strain Their Eyes, Too," stage. After viewing this, it occurred to me there is no such history of radio and TV, and consequently I did some research on the subject. So, with this brief paragraph explaining why I undertook to be broadcasting's Boswell, permit me to list the most important dates in the history of broadcasting.) of broadcasting.)

Aug. 12, 1865: James Clark Maxwell proves that light, heat, and electricity all consist of electromagnetic waves differing only in frequency.

differing only in frequency.

Oct. 17, 1866: Heinrich Hertz succeeds in propagating electromagnetic waves.

Sept. 15, 1903: Guglielmo Marconi sends wireless radio message over distance of two miles.

Sept. 16, 1903: Review in Varietry says: "Marconi's initial Ozoner Socko Novelty: Gug Great, Rises Above Weak Script."

April 29, 1905: Lee De Forrest demonstrates sound waves can be imposed on High Frequency Radio Waves.

April 30, 1905: Amos & Andredo

April 30, 1905; Amos & Andy do first broadcast

rst broadcast.
April 31, 1905: Russians claim they wented Amos & Andy. Also claim they invented April 31, June 11, 1905: Herman and Rose Schwartz married. (*)

sorship staffs.

Dec. 5, 1925: Cedric Winkle first radio star to say, "Who cares about the ratings, we're selling the product."
Feb. 3, 1926: In Chicago young Cy Howard opens his Bar Mitzvah speech with those immortal words, "Today 1 am a nackager." 1 am a packager."

Nov. 22, 1928: WGVX first to sneak in spot announce-

1 am a packager." Nov. 22, 1928: WGVX first to sneak in spot announcement during station break.

Jan. 1, 1930: Motion picture industry releases statistics showing every theatre in country now equipped with sound for showing of talkles.

Jan. 2, 1930: Radio declared dead.
March 27, 1932: Jack Benny does first broadcast, a guest appearance on Ed Sullivan's show.

Oct. 17, 1933: First singing commercial heard on radio, Aug. 21, 1936: First television station established in New York.

Aug. 22, 1936: Radio declared dead.

Oct. 13, 1937: Rolly Glick first comic to say, "Goodnight folks, we're a little late."

Oct. 14, 1947: Rolly Glick's producer fired because Rolly's program last night went off the air three minutes and 12 seconds short.

Sept. 26, 1938: Bob Hope does first broadcast for Pepsodent with following writers under contract: Mcl Shavelson, Norman Panama, Mcl Frank, Jack Douglas, Al Schwartz, Wilkie Mahoney, Sherwood Schwartz, Jack Rose, Norman Sullivan and Milt Josefsberg.

Sept. 28, 1938: Review of Pepsodent Show in Variety: "Hope Boffo despite weak scripting staft."

Aug. 28, 1940: CBS demonstrates color Television.

Aug. 29, 1940: Radio declared dead.

June 1, 1944: Jack Benny leaves General Foods after 11 years.

June 1, 1944: Jack Benny leaves General Foods after 11

June 1, 1944: Jack Benny leaves General Foods after 11 years.
Oct. 2, 1944: Jack Benny starts new radio series for Lucky Strikes.
Oct. 3, 1944: Jack Benny buys first radio.
Feb. 6, 1945: Fred Allen's guest star eagle offers his oft quoted opinion of broadcasting.
Sept. 28, 1945: First commercial broadcast of television comedy program.
Sept. 29, 1945: New York Stock Exchange reports fractional rise in all TV issues, and six and seven point rises in all 'seltzer stocks.

in all seltzer stocks.

in all seltzer stocks.

Sept. 30, 1945: Russians claim they invented seltzer.
Oct. 1, 1949: Dagmar makes first appearance on TV,
Oct. 2, 1949: Dagmar makes first appearance on TV,
Oct. 2, 1949: Radio declared dead.
Feb. 9, 1950: New type giveaway show makes debut on radio. An announcer says, "The Overly Friendly Credit Co. will give a perfect diamond to anyone guessing the title of the following song written by Francis Scott Key, which is played before the fights every Friday Night by organist Gladys of Goding, and all Americans, stand, up when they hear it."

Feb. 11, 1950: Miss Ophelia Cruddya domestic worker-in Van Nuys, is thrilled when she receives a letter telling her that she has won a diamond with her entry and all she has to do is pay for the setting. (P.S.; Miss Crudd's winning guess on the song title contest was "Roll Out the Barrel."

arret. Dec. 30, 1952: Now over 14,000,000 TV sets in country. Dec. 31, 1952: Radio declared dead:

(*) Worthy of note here because this union begat At novertaoi Shrdl CMFWY ETAOIN ETAOIN ETAOIN

your top television shows today, which came from radio, would never have made the grade if you had been as rating conscious years ago as you are today. Some shows build slowly. They need nursing. Stay with it and remember this—sometimes a program can sell as much product with a 20 point rating as another show with 40 points. There are programs on television today that are not on the list of the top 10, but are doing just as big a job of selling as any one in the winners circle. Wanna bet?

Education and Television

A Program for Action and Research

Dr. ABRAHAM BERNSTEIN
(Research Associate, Teachers College, Columbia Univ.)

Television may be a highly effective means of mass communication but what is it doing to our taste and values? This is a question asked by teachers, community leaders, clergymen, parents, and others.

leaders, clergymen, parents, and others.

In response to many potshots at the medium, particularly by educators, c o m m e rc.i a l'telecasters point to the "Johns Hopkins, Science Review," See It. Now," or "You Are There" programs, to prove they are doing their share in getting programs of educational value before the viewing public.

The educators declare that this is not enough, that the intermittent meritorious is swamped by the omnipresent meretricious. Educators want a greater share of viewing time allotted to programs of educational value. Commercial broadcasters want to know who'll pay. Here is a possible reconciliation between the needs of the commercial broadcasters to keep profitable sponsored programs on the air, and of the educators to put the medium to some clear educational purpose. At the time of the inauguration

of the educators to put the intention to some clear educational purpose. At the time of the inauguration of President-Eisenhower, the Columbia Broadcasting System searched for a special treatment of the event which would differentiate its telecast from that of NBC. CBS decided to involve the interest of school children. CBS officials suggested to Teachers College that it prepare a discussion guide, designed for use in schools, based on the history, principles, meanings, and even on the route, of the inauguration ceremonies. Teachers College prepared the discussion guide and turned it over to CBS. The company effected distribution to local school sytems through its local outlets.

More recently, for the coronation of Elizabeth, CBS and the Teachers College, educators prepared and distributed to hundreds of the nation's schools a similar discussion guide on the history of the British throne, the meaning and symbolism of the coronation, and the relationship between British parliamentarianism and American constitutional forms and practices. Simultaneously, through the National Education Association, NBC also prepared discussion guides on the coronation which it distributed to those schools in its viewing areas.

Agenda-Hungry Groups

These discussion guides used two outstanding special events. They were distributed among special groups—school children and school teachers. Query—how possible would it be to use the same techniques with other groups like service clubs, women's clubs, youth organizations, or prefessional groups.

sone wound it be to use the same techniques with other groups like service clubs, women's clubs, youth organizations, veteran organizations, or professional groups?

Next—can discussion guides on regularly scheduled sponsored programs, and not only on special events like an inaugural or a coronation, be prepared and adequately used to the satisfaction of sponsors; ad agencies, community groups, and viewers?

Local branches of national organizations are agenda-hungry. They bring in outside speakers at considerable fees, their national organizations maintain program directors and committees who send out suggested programs to local chapters; if the outside speaker or the hand-me-down agenda is poor, then meetings founder because local people are not always up to file matter of developing an interesting and lively agenda having relevance to the needs and desires of the members.

Meanwhile the airwaves carry plays, comies, public affairs programs, news events, sports, making for more fun at home in front of the television screen than at a meeting, which gets nowhere. At the same time, the country needs an enlightened citizenry, educated children, mothers who are doing a good job of bringing up their children, for the second of the country needs an enlightened citizenry, educated children, mothers who are doing a good job of bringing up their children; educators are keenly aware of this.

Consider shows like 'Mama.' 'I Love Lucy.' "The Aldrich Fam-

of this.

Consider shows like "Mama" "I
Love Lucy," "The Aldrich Fam-ily"; they deal with parent-child relationships, husband-wife rela-tionships—home-and-neighbor—re-

tionships—home and neighbor—relationships.
But regularly-meeting groups in
the nation like Parent-Teacher Associations, Mothers' Clubs church 15 112 12

Dr. ABRAHAM BERNSTEIN
Associate, Teachers College, Colum
groups, also deal with parent-child
relationships, husband-wife relationships, home-and-neighbor relationships, home-and-neighbor relationships, home-and-neighbor relationships, home-and-neighbor relationships, home-and-neighbor relationships,
"Aha!" you say, "But what a
difference in approach!"

Then hooray for the difference
because it lends additional grist to
the mill; hesides the difference is
only in approach, not in content.
An "Aldrich Family" or "Mr.
Peepers" show is as discussable on
a child-rearing problem as the
suggestions from an outside speaker or from the program director
in some national office. Let's consider even the unlikely possibilities. "I Love Lucy" deals with husband-wife relationships in a generally fanciful and non-typical
way. Nevertheless the show does
consider family financing, relationships with neighbors, servants,
and the wife's wanting an independent career. "Mama" is loaded
with agenda possibilities, including the first and second generation
American, the pioneering immigrant, and family life. "I Married
Joan" is low-fevel but that's where
many viewers are, and you begin
with where they are, not where
you want them.

When he sees comedians like
Berle, Martin. and Lewis, Bob
Hope, and Red Buttons command
vast audiences, the educator comments on the decline in taste and
sees no chance in getting education out of the leading comedy
programs—and here, peculiarly
enough, he sees eye to eye with
the commercial broadcaster.

But the situations and gags in
these programs revolve about people and frequently have some
acuteness and insight into people,
not Martians,

Do-Good Comics

George Ade, Finley Peter Dunne

Do-Good Comics

George Ade, Finley Peter Dunne, George Ade, Finley Peter Dunne, Will Rogers, and others have been discussed in the halls of Congress, in college classrooms, in locker rooms, at home, at business con-ferences, and have been used not only to lighten a situation and en-lighten, it, but even as a form of evidence and logic to buttress a

case.
Right now, under the noses both of educators and commercial broadcasters, comedy programs are pouring out wit, humor, gags, situations, yocks, about women, children, business men, farmers, salesmen, advertising, education, Russia, polifics, peace, husbands on vacation, home repairs—but any professional gag writer can turn to his files and furnish hundreds of other classifications.

Ad

If these gags and situations il-It these gags and situations inluminate a human situation or human relationships, they can also
illuminate the agenda of the Parents Association in Butte, Montana—if the members had a discussion guide that showed them
how. Jerry Lewis illustrates, the
manic aspects of juvenile delinquency. Jackie Gleason's bus
driver illustrates the urge to survival when pipe-dreams go glimmering. Durante's puppet is the
super-ego that doth make conscience-fearing folk of us all. Red
Buttons' palooka Rocky illustrates,
as well as some sociological tracts,
the great reservoirs of sheer stupidity governing much of society.
"Mr. Peepers" shows the strength
in the meek who will inherit the
earth merely by being themselves
truly and honestly. Such material
can be put to use as Mr. Dooley
was put to use, to point a moral,
adorn a tale, and enrich in agenda.

Dramas, soap operas, Westerns,
cutz shows namels gives ways can luminate a human situation or hu-

was put to use to point a moral, adorn a tale, and enrich an agenda. Dramas, soap operas, Westerns, quiz shows, panels, giveaways, can all contribute to the organization of enriched community and group discussion—provided that commercial broadcasters stop looking down their noses at their own product, and educators remember that they have here a practical means of improving the tone and value of programs, because if they can organize questions and discussions about Captain Nemo then they can on "Captain Video," if on Mrs. Malaprop then on Lucy Ricardo, if on Artemus Ward then on Red Skelton, if on "Dead End" and on "Widower's Houses" then on the Dead End kids.

Assume it is done. Assume the

witower's nouses then on the Dead End kids.

Assume it is done. Assume the commercial broadcasters go over scripts, winnow what seems suitable for a Kiwanis meeting, or a 4-H meeting, or a Woman's Club meeting. Assume the broadcasters mimeograph questions and discussion material based on plays, comics, and so on, broadcast that week or the prior week as George Denny did with "Town Hall Meeting" material), and orient them toward areas of interest to national organizations, and that local affiliated stations distribute the guides to local branches. The expense is trifling but is it worth it?

In the first place sponsors fi-Assume it is done. Assume the commercial broadcasters go over cirpts, winnow what seems suitable for a Kiwanis meeting, or a long in the produced stations could keep their fingers on the pulse of community properties of community groups and participate more effectively in community life.

What's wrong with the idea? Not much, considering that magazines have been doing something reas of interest to national organizations, and that local affiliated itations distribute the guides to local branches. The expense is riffing but is it worth it?

In the first place sponsors financing the shows would know hat their audiences were being call away from passive viewing und toward participation. They would know something of the qualty of the listening, something they have wanted to know for a long lime.

Advertising agencies could eval-

In the first place sponsors fi-nancing the shows would know that their audiences were being led away from passive viewing and toward participation. They would know something of the qual-ity of the listening, something they have wanted to know for a long time.

'There Are Many Publics'

By ROBERT M. WEITMAN
(Veepee in Charge of ABC Talent and Programming)

Predictions and show business never mingled well.

The future is not quite ready for a preview. Inasmuch as previews must be based on existence, then previewing the non-existent future becomes a job for crystal gazers who, I am told, are rapidly going out of business.

Television, being a new form of show business, cannot create too many ideas for the future.

Life would be quite easy and simple if we could establish and follow consistent patterns.

But this is not show business or television. We are in a world of dynamics. The caprices of audiences are the best evidence that no one can know all the answers.

Therefore, I can only toss in an opinion formed after years in show business.

The opinion is this:

More and more there will have to be more and more diversification of entertainment. Not just for the sake of being different, but for the simple reason that there is no such thing as one public. Instead, there are many publics.

many publics.

To design entertainment for the many publics calls for astute plan-

many publics.

To design entertainment for the many publics calls for astute planning.

At ABC we have an awareness of this point. The competitive bid for audiences serves as the best stimulus.

Another point: just as the stage and screen must develop young and new talent by letting the public see them, so must we indulge in the same type of experiment.

It is my feeling that the augmenting of talent resources is the next big project. This can be safely predicted because this is the life blood of our business.

So, if we want to look ahead, let's also know the importance of looking back. Experience has taught us that personalities plus attractive subject matter has always been a sound formula and probably will always be one.

This certainly represents a preview of our thinking at ABC. Ideas alone are not enough. They must be well implemented with the right talents in writing as well as performing; in direction as well as designing; in format as well as concept.

Whether it's drama, comedy, music or special events, no show can rise above the talents which created it.

So in trying to preview the future, let's appraise the present and the past with only one thing in mind. Let's make it better.

uate for their clients what this would mean in improved public acceptance, in ratings, in sound

relations.

alize the company in the public eye would be made easier.

'Hey, Mister, Aren't You That TV Feller?'

By GERALD JOHNSON.

Baltimore

I have lived in Baltimore.

I have lived in Baltimore for a quarter of a century and, as a newspaper man, had made at least a nodding acquaintance with most of the city's leading citizens. I had the fatuous idea that a byline in the paper had made me something of a public figure; but a year ago what a public figure really is. To specify.

Item, when you step into a taxi

what a public figure really is. To specify.

Item, when you step into a taxl and the driver says, "Say, mister, ain't you the guy that talks on television from Bolton street? Well, look here, Mac, you better lay off Joe McCarthy, Well, I tell you." and he tells you for a mile and a half.

Item, when you are half through lunch in a crowded restaurant and a Helen Hokinson type bears down on your table opening with a voice as penetrating as an ambulance siren, "Aren't you Mr. Johnson? Well, you don't know me, but I have seen you on television, and of all the stupid, prejudiced, misinformed programs."

Item, when you step into a haberdashery to purchase a necktie, and come out with the tie in your hand, but wrapped around your neck the clerk's scorching opinion of last night's program; when the traffic cop stops "you TV feller" in the middle of the intersection.

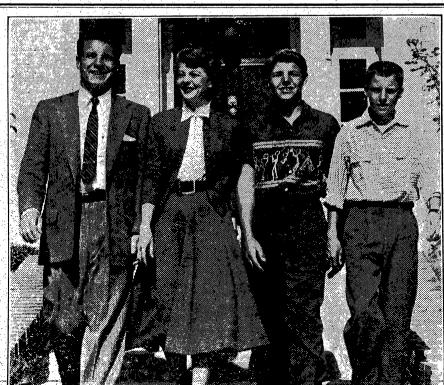
Then, you feally are a public figure, and if there is any fun in it, the fun soon wears off.

But perhaps it's good for you. Being surrounded by a cloud of witnesses; you know that any deviation from the straight and narrow path will promptly become the talk of the town. Wisdom should

ation from the straight and narrow path will promptly become the talk of the town. Wisdom should restrain a man from ordering a third cocktail in a public dining room, but as a deterrent, wisdom isn't a marker to the knowledge that tomorrow it will be reported all around that that TV man. Johnson, is a terrible lush. If you are unfortunate enough to be in a horse-parlor at the moment of a raid, you can't possibly persuade the desk-sergeant to enter your name on the blotter as Syngman Rhee; so you stay out of horse-parlors.

From the moment you enter the From the moment you enter tele-

From the momens you enter television you have no effective property right in your own face. It is in the public domain; more so, in proportion—as—your—audience—is—wider, than that of an actor or a clergymen. This fact is certainly a force for righteousness; but it induces a certain melancholy, toc.



"THE ADVENTURES OF OZZIE AND HARRIET" American Broadcasting Company Radio and TV

TINTING UP AMERICAN ECONOMY

'SAY HELLO'

When I was rehearsing Jack Manning in "Hamlet" on the "Mono-Drama Theatre," he gave me a line which I will never forget. He Drama Theatre," he gave me a line which I will flever forget. He told me that once when he was doing a program which called for his visiting one of the state insane asylums, he saw a beautiful little girl going from one person to another, saying to them:

"Give me a penny, or give me a kiss, or say hello."

Somehow in that one plaintive line, I felt all the terrible sadness and loneliness and need of all the world.

the terrible sadness and loneliness and necd of all the world.

"Just to say hello and not goodbye. To get to know each other. To be friends, good neighbors, to love each other. To love and not hate. To meet, to inform, to like each other. And I kept thinking that somehow this had always been the secret of radio.

In radio, we learned and used the mystery of saying hello to each other. In the art of communications in the broadcasting field, radio had reached out all over the country and all over the world, had said hello and made friends. Radio's ability to make friends by giving every listener the opportunity to identify himself with the talent behind the microphone built a major industry which sold radio sets, advertising, moved merchandise off the counters, informed, entertained and brought the country and the world closer together.

Radio brought comfort into the living-room, assurance, faith and

Radio brought the country and the world closer together.

Radio brought comfort into the living-room, assurance, faith and neighborliness. Radio understood that it was a 'Living Room Theatre' and early learned the secret of the impact of intimacy. It utilized the dimension of the listener's imagination. It was imagination that filled out the scope of radio. Every listener made up his own pictures, created his own illusions. Every listener became a collaborator in a radio production and automatically a participant.

Just a Pencil Stroke

Now television, at first afraid of the invaluable experience gained through years of radio broadcasting, is trying to implement that experience in terms of the intimate approach to the living room.

Today, you hear about the monumental problems of the astronomical rising costs of production, the problems of color, of film. Today, you hear about the dilemma facing the advertiser who knows he must use showmanship to sell his product and yet cannot afford to do so. How to help him use showmanship at a low cost per thousand is the major problem of the day.

major problem of the day.

It has always been my feeling that simplicity plus a pencil stroke of imagination equals low cost showmanship. There's nothing new under the sun; only new ideas, new ways and new treatments of themes that are and always will be universal, timeless and classic.

Ideas plus personalities, plus showmanship, equal ratings—and if you consider that showmanship is the blending of programming, publicity, merchandising and production, all you need for a formula iscourage, not fear; imagination; not money; ingeniuty, not the hackneyed; originality, not the trite; and a respect for the viewers to whom your program wants to say hello.

In my oninfon, there is no such thing as an audience with a 12-years.

In my opinion, there is no such thing as an audience with a 12-year-old mentality. There are only producers with 12-year-old mentalities. You cannot write down to an audience; you cannot write up to it; you have to meet it on its level. You have to understand it.

With this in mind, our approach to programming is not one of spectacle but one of intimacy. We are planning to present programs and personalities in terms of intimacy not spectacle; in new techniques and new approaches.

and new approaches.

We know that there is no substitute for creative effort; we are all attempting to mold a new art form in the television medium. We understand that there is no substitute for good writing. We understand that there is no substitute for talent, for know-how and for courage. The courage to steer away from standardization; the courage to seek ideas which will create enthusiasm and excitement; we need the dynamic electricity of ideas which are not pallid presentations of the past, but exciting reflections of life in our time, today; streamlined ideas full of vitality and realism, ideas in which people can lined ideas full of vitality and realism, ideas in which people can recognize themselves, their problems, their lives; find a sense of reassuring identification. We are not afraid to attempt new and provocative ideas and we understand that there's nothing more exciting than people and like the little girl who said, "Give me a penny or give me a kiss, or say hello," we hope to take a penny-share of budget, kiss it with imagination and say hello with low-cost showmanship.



GEORGE FENNEMAN

VISTAS FOR CLIENT

By SYLVESTER L. (PAT) WEAVER

(Vice-Chairman of NBC Board)

Color is coming. It is wonderful.
To the program man, it means the
opportunity to use an exciting new
tool. To the broadcaster generally

it means opportunity to opportunity to show people what really is at the end of the camera. For color shows you reality. When you say, "But this is the way, it is," shot the glamor and thrill, but realier infract of

ity—that's the major impact of color

To the advertiser color means a revolution in selling patterns. To the agency, it means the beginning of a new period of creative flooditide, that will affect agency structure, and agency standings. It is more exciting for the individuals in agency work than any other period, including the beginning of radio and the beginning of television. For to the creative personnel, it means that there is no limit of the exercise of imagination in the To the advertiser color means a the exercise of imagination in the marketing of goods. Whatever any artist or writer can think of that will create buyers for products or services, it can be rendered in color television.

In marketing generally color tel-vision will soon make the most reevision will soon make the most re-calcitrant realize that no major campaign can be created that does not use a color television base. Our research already shows what com-mon sense so clearly tells us. In television homes, television adver-tising is the compelling advertising, Interviews, pantry checks, product movement—study it as you will, television moves the goods in tele-vision homes. Add color and you add a world. Let no broadcaster or agency man underestimate what is going to happen when the clients ng to happen when the clients what we have for them.

Test for Agency Leadership

It is only when you have dealt personally and operationally in the sale of packaged goods in the American economy, where your life and death struggle depended on advertising of brands, as in cigarets, foods, drugs, soaps, that you can fully appreciate the opportunity to show your product in color and in use and in motion to an audience who are watching through their own selection, and in a mood determined before you have placed your advertising, and at a time when your knowledge of home habits means you can be effective. This is the end of the rainbow for the client.

This is the end of the rainbow for the client.

And it must usher in a new period of agency activity that will again test agency management and its ingenuity and leadership. For television will largely return the creation of selling campaigns, to the creative people. Problems of media selection, after broadcasting as the base, become peripheral. Research and marketing and merchandising and account service and all the other phases of modern agency service will still shrink in stature under the impact of the new power—good advertising in color television will have such force that the campaign will again be the payoff point. To a degree this has always been true, but it has been well hidden in many an agency setup. Now den in many an agency setup. Now it will spring Torth clearly once again, and those who recognize thand rejoice in it will find a new shift in agency standings as those who obey the new realities and organize for them move ahead of those who will not believe.

Those interests, whether stations, networks, agencies, or advertisers who devote their time to fighting for the past, instead of studying for the future, will be worse off than ... (Continued on page 100)

BREATHLESS ADV. The Life and Times Of Montana Dalton

By LEO SOLOMON

This happened to a friend of mine, so I'll let him tell it.

My name is Freddje Burns, we'll get to Montana Dalton in a little
while. If you're one of the few people who has ever taken the timeto read television credits, you may have seen my name quickly flash'
by as producer of the "All American Revue." I merely mention this
to indicate I'm working this season on, yes, Montana Dalton
well, that all started in August, 1951.

51 was a particularly rough carrier.

to indicate 1m working this season on yes, Montana Dallon well, that all started in August, 1951.

'51 was a particularly rough season. After 40 weeks of haggling with agents, keeping the client and network from kicking each other in the groin, romancing guest artists, and explaining to my wife why I was working nights. I was ready for a vacation. I packed a pair of blue Jeaus, pills for all of my neuroses and bit the trail for the B bar Z guest ranch in West Jackson's Hole, Montana.

Well, sir, my first night at the dude ranch there was a barn dance at Social Hall. As I left my bunkhouse I ran headlong into a chorus of "Wagon Wheels" that stopped me cold in my tracks. The voice was powerful enough to fill three or four acres, yet gentle enough to almost be a hullaby.

The owner of those lungs was as virile a hunk of man as ever rode into the sunset. This was Montana Dallon. Over six feet tall and a smile that looked like a toothpaste commercial. This plus a childish shyitess easily made him the most popular male.

When I mentioned TV to him, be thought it was fine.

I introduced Montana to my agent, Archie Lerner, and a star was on its way to being born. His first guest shot on "Toast of the Town" was encouraging. He drew more mail than the monkeys and the Japanese trampoline act combined, Montana was "plumb grateful to the nice folks what wrote in."

In The Beginning

A few weeks after the season started, I was at a panic meeting of the agency. It seems Tex Bellows, the singing star of "Roundup Time" was apprehended in a Harlem raid, guitar and all, and the client, Mother's Quick Frozen Orange Juice, was desperately hunting for a quick replacement... Montana Dalton got the job.

When the first ratings of the season came out, "Roundup Time" with Montana Dalton was in 51st place on the Neilson. One month later, he was in 24th place. In six quick weeks my friend Montana was number; 15.

I had an hour to kill one Friday so I sneaked into the studio and watched my Western chum rebearse for a while. The same lovable hombre, still unspoiled by his growing success.

hombre, still unspoiled by his growing success.

The season rolled by. As his rating went up, I saw less and less of Montana. He was now a bonafide star, and a star is a very busy man. At the next rehearsal, there was a change. No longer the quiet ran through. The place was Junping with agency officials, network brass and countless little men whom none could identify. Montana had as his guest stars today Monsignor Shean and Mamie Eisenhower. This was the kig, big time. They were already starting to call him Mr. Wide Open Spaces. The floor man yelled "On Stage!" There was a 40-minute delay: while Mr. Dalton leisurely finished, changing into his \$200 rehearsal clothes. The orchestra played the intro and my friend stopped it with a stamp of his foot, "Let's try it agin, Mr. Block, You ain't playin' for Gene Autry." Next came the readings with the guest stars, Montana suggested that perhaps Mamie could cut off her bangs for this performance.

"And Monsignor Shean, sir, no one wears white in television. Do

cut off her bangs for this performance.

"And Monsignor Shean, sir, no one wears white in television. Do you have a blue collar you could wear?" So spoke Montana Dalton. When I met the great man later he was plumb glad to see me. I was his pardner, his pal of pals. Everyone wanted something from him. I was the only hombre he could trust. We shook hands heartily and I baned him a hundred bucks till Friday. The next thing I heard, Montana was making a few changes on the show. He fired the producer, the director, the stage manager ... the writers, the make-up man and an actor who hadn't even been hired yet.

Two weeks later a bus boy in the "Barberry Room" told me why I didn't get the job. It seems Montana wanted a producer who understood him. Someone whom he could count on.

Next summer I'm spending my vacation in Toledo. I understand

Next summer I'm spending my vacation in Toledo. I understand there are no cowboys there,



MEL BLANC 9,632,523,219, Voices

AM-TV Admen Out of Show Biz? Martini Double-Talk! Just Too Shy

Not since Fred Wakeman tabbed the "sincere tie" as the hallmark of the successful account exec, have advertising agencies taken the blasting they have been exposed to lately, on the alleged grounds that television has traditional position as creative program producers, in favor of the networks and package owners.

In fact to tune in on the Madi-

Today with the high cost of TV time, slow expansion of markets, station problems, and necessity of compiling a mass of data on sets, circulation and future expansion, the immediate media aspects of television are of primary importance. But to assume that this situation will continue after TV's statistical position has been clarified, and that there will be no provision for creative thinking outside the networks and package overations, is to envision a very dim-future for the medium.

pair of comedians who wrote their own material, like "Amos n' Andy."

The great value of the agency has always been that they pos-

sessed the critical know-how to recognize the value of a certain property or script, and that they could then develop it into a format to fit a particular client, and staff it with the best people available. This same practice is followed in television

Need That Middleman



rive from the Cold War.

Radio does not exist in a vacnum If Radio, as we know it, is to
continue operation at all, it must
do so in a free society. We, at
CBS Radio, feel that our efforts
in the information field contribute
toward the general public understanding of the issues that confront Americans. Our Public
Affairs operation constitutes an
expression of faith in the American future and a manifestation of
genuinely enlightened self-interest.



CHARLES IRVING LE 2-1100



HOLLIS IRVING

Call Me Lucky

Now that "Mr. and Mrs. North" has established itself in television vidpix, and "Topper" will be launched this fall, I am often referred to these days as a lucky guy.

I have always been a firm believer in ability and hard work. A let

to these days as a lucky guy.

I have always been a firm believer in ability and hard work. A lot of effort and time goes into the preparation of a major television show. One uncontrollable element, though, is luck. Here are a few things that have happened to me.

The year was 1935. Bright young college graduates were a dime a dozen and jobs were as rare as hen's teeth. But fresh out of Lake Forest College in Illinois, I decided to brave the hazards of New York. I drove 1,400 miles in a battered jalopy, constantly avoiding police because the car didn't have license plates. My chances were, at best a clerk's job at Macy's.

But in my pocket was the address of John Orr Young. Also a graduate of Lake Forest, Young was the founder of the famed Young & Rubicam agency, and took an awed country boy under his wing. I was lucky to break into advertising—and lucky enough to get a job as an office boy at \$15 a week.

As the hay fell from my hair, I found myself fascinated by the advertising agency business. This, I decided, would be my career. Then, an opening came up for someone to act as advance publicity man in the agency's radio department. I resisted it because I though I knew this was it. But if that opening had never come up, I might never have acquired the groundwork and experience that enabled me later to become an independent producer.

Here's another example of the role luck can play in a man's career.

'Thank You, Aunt Jenny!'

I kept plugging away at my agency job, waiting for my first real opportunity. Then one day the regular director of "Aunt Jenny" became ill, and the agency was forced to throw in a substitute. I was the closest person on hand, so the job was mine.

became ill, and the agency was forced to throw in a substitute. I was the closest person on hand, so the job was mine.

Although the regular director recovered in three weeks, the agency found another show for him to direct. I continued to work on "Aunt Jenny" for the next five years. Soon I was directing such major shows as "The Good Will Hour," "The Shadow," and "Court of Missing Heirs."

The year is now, 1952, and television has revolutionized the entire entertainment industry. The radio version of "Mr. And Mrs. North" had a long and excellent record, and it seemed inevitable that we do a television version. But I kept searching for the right "Pam North"—and one day I found her in the person of the vivacious and lovely Barbara Britton.

Colgate agreed that Barbara would be great, and signed her to do the series live. Then Barbara announced that she would have a baby in December, and couldn't do the show. I saw this important talent slip out of my hands.

But, lo and behold, another stroke of luck! Colgate decided not to do the show live. Barbara had her baby, and meanwhile we were ready to start production on the filmed series.

The following year was brightened by another chance happening that played an important role in the development of "Mr. And Mrs. North." The show clicked, with audiences writing in to tell us they liked it. Then a particularly well-done episode in the series was scheduled opposite the big fight of the year—the Marciano-Walcolt bout. The agency finally agreed, and a few days later it was announced.

bout. The agency was all for switching the episode; I felt it should run as planned.

The agency finally agreed, and a few days later it was announced that the fight had been postponed to a future date.

Just 18 years after the awed country boy arrived in New York in his jalopy, he completed the pilot on "Topper." It was exactly what I had hoped it would be, but I was concerned because it was late in the season and most clients had already booked their fall shows. Fortunately, though, Camels cigarets was still open for fall. One look at the "Topper" pilot, and the series was sold.

Lucky? Sure, and we hope Camels will prove to be lucky, too.

when they do not understand the meaning of the facts, they get.

The responsibility of Radio is very clear, As a welcome, believable, identifiable guest in millions of homes, its potential is enormous. That potential must serve the national interest by advancing public knowledge and thus contributing toward the continuation and enlargement of America's free institutions. By doing that job. Radio serves the public good and Radio can only benefit from the general advancement of the society in which it exists.

For those of our brethren in the

For those of our brethren in the industry who think of Public Affairs broadcasting as "incidental." I would suggest that they look again at the increased, rapidly expanding efforts of advertisers in the Public Affairs field. Within in the Public Affairs field. Within the last few years, management of America's leading industries has shown its realization of the vital necessity of an alert, informed electorate as insurance to maintain the free society without which industry would cease to do business.

The Cost Factor

In looking forward to Radio's future in Public Affairs broadcasting, I see an increased realization on the part of networks and spon-sors, of the potential of Radio, which can transmit ideas best, to more people, at lower cost:

And now, what about cost? Can Radio pay the bills?

Three years ago everyone went to Radio's funeral. It was a very impressive affair, complete with culogies and tears and final-farewells. The only hitch was that the mourners forgot to advise the "Groppe" that it was dead and ront having been given the word, Radio didn't show up at its own funeral. In fact, while all the mourning-was-going-on-Radio-took a deep breath and flexed its muscles and came up with a new vitality and strength, which is reflected in the happy fact that Radio's

gross billings in 1952 were the largest in its history.

We believe, at CBS, Radio, that any medium, which can enter 98% of America's homes, is an exciting, powerful medium.

The CBS Radio Feature, Period.

powerful medium.

The CBS-Radio Feature Project series which has already produced such important programs as "Bomb Target, USA," "The Green Border," "Class of '53," and '38th Parallel, USA," is evidence of the vitality of Radio's Public Affairs efforts. And the listener response to those programs confirms the desire of the listener for that kind of programming. of programming.

My cloudy crystal ball, then, leads me to suggest that Radio's future for Public Affairs broadcasting, may be summed up as follows:

There will be increased activity by the networks in this field.

We will hear more documentary programs and more programs of expression of clearly-labelled opin-ion.

We will see more advertising sponsorship of special events and current affairs programs.

We will witness a strengthening of competitive positions among networks, in programs that reflect the changing world. And the best job, as always, will be done by the management and staff which has learned to depend most on impagination, creativeness and cour-

Hollywood.

Horace Heidt and his 50-member "American Way" trouge leave the U. S. Saturday, Aug. 1. for Korea, to entertain the troops. Heidt is taping one CBS Radio broadcast before he departs, and will tape, three or four more in. Korea, shipping them back for airing in the states.

Return of the Heidt troups is

Early Radio Wasn't Up Tin Pan's Alley

By JIM WALSH

or radio, first bowed into the entertainment picture, producers of phonographs and platters greeted it without enthusiasm.

it without enthusiasm.

Vet counter-tenor vaudechirp
Will Oakland recalls getting letters from Victor, Columbia and
Edison A. & R. Depts., saying, in
effect, lips which crooned into the
primitive percolator type of mike
would never again "hammer" into
the recording horn. In other words,
radio was out of bounds for recording artists. Will ignored the
warning. He deduced there was
going to be big money for performers who got in on the radio
ground floor.

"So I just figured," he said, "I'd

"So I just figured," he said, "I'd made enough records, anyway, and I'd stick with radio."

I'd suck with radio.

Something of a ban on air performances by recording artists seems to have stayed in effect a couple of years, after which the sorely pressed phono boys decided, if they couldn't lick radio they'd join it. But records dealing the wonders or according to

ed, if they couldn't lick radio they'd join it. But records dealing with the wonders or—according to viewpoint—tortures of early radio began to appear almost as soon as the American public got hep that a crystal set and a pair of ear plones could bring you music, news, sports and commercials.

Apparently, the first platter with "radio" on the label was issued by Victor in—September, 1922. Paul Whiteman and his orch played a "medley fox-trot," with "My Rambler Rose" receiving top billing. As an alternate melody, the record introduced "List'ning on Some Radio." Both numbers were from the Ziegfeld Follies and were written by Louis Hirsch, Gene Buck & Dave Stamper.

Perhaps the first record featur-

Dave Stamper.

Perhaps the first record featuring the marvels of radio was put on the market by Columbia that same month. It bore the touching title, "I Wish There Was a Wireless to Heaven (Then Mama Would Not Seem so Far Away)." On first glance, this seems a direct takeoff from Charles K. Harris' ancient classic, "Hello, Central, Give Me Heaven," and the idea is the same—a tiny tot yearning to establish communication with a deceased mother.

But, according to the Columbia supplement writer, the song's composer (listed on the label only as "White"), was moved to write the number when he saw a little girl and her father standing before a shop window displaying wireless equipment. The child turned to her father and said, "Daddy, I would like to have a wireless at home so I could talk to Mama every day." White then learned the little girl's mother had died a short time before. The platter was sung by Billy (Happiness Boystones, in what the supplement justly describes as "a tear-compelling manner." But, according to the Columbia

Justly describes as "a tear-compelling manner."

It wasn't long before a foxtrot with the simple title, "Radio." appeared. Vincent Lopez and Owen Murphy wrote "On the Radio." which Lopez and his orchestra recorded for Okeh. Also on Okeh, the Rega Dance Orchestra combined "Radio Eyes" with "I Wish. There Was a Wireless." And this enterprising company listed what surely was one of the oddest early radio offerings—two double-faced records teaching "Radio Code." The instructor was Jack Binns who, if memory serves, was the wireless operator aboard the Titanic back in 1912 when the big ship had that disastrous run-in with an iceberg. As far back as 1918. Victor had offered platters teaching wireless telegraphy.

"Mammy, Come Home!

'Mammy, Come Home

Late in 1923, another childish fearjerker came through, "Mr. Radio Man 'Tell My Mammy to Come Back Home." Mammy was in heaven, not Reno, as might have been deduced from the title, The romanticists were catered to with "Radio Lady of Mine," and some rather impractical advice on pitching long-distance woo was given in "Love-Mer-By-Radio," cleffed by Bert Grant and Billy Jones and recorded for Jones by Edison, Grant was Jones' vaudepartner before (columbia Shorts; Minch of Time; Louis of the tenog struck up his rights for the land of the tenog struck up his rights for the land of the tenog struck up his rights for the land of the tenog struck up his rights for the land of
When the newfangled wireless, warding association with Ernie radio, first bowed into the en-Hare as the Happiness Boys and the Interwoven Pair.)

Hare as the Happiness Boys and the Interwoven Pair.)

Jones and Hare were not only radio's most popular singing team in the '20s, they were also the top recording comedy pair and, as soloists and duetists, they seem to have done more than anyone else to chronicle radio's deeds and misdeeds on platters. In 1924, Jones soloed on an Edison Diamond Disk, "Tune In On L-O-V-E." This ditty, by Leonard Whitcup, is of historical interest because it brings in the call letters of a number of early radio stations. For instance, it says, "I've Heard KDKA," and "WEAF's great," then goes on to compare them unfavorably with the joys of L-O-V-E.

An oddity was a 1924 Cameo

the joys of L-O-V-E.

An oddity was a 1924 Cameo ("three for a dollar") record. On one side Jones and Hare sang the classic "Does the Spearmint Keep Its Flavor On the Bedpost Overnight?" The other side contained a burlesque radio skit, "Listening With Ruby Norton." There appears to have been a radio comedienne using the name of Ruby Norton, but all the talking on this disk is done by Jones & Hare, although they are not mentioned on the label.

'Cohen On Radio'

One of the "Cohen on the Telephone" specialists, the late Monroe Silver, got into the comedy act with "Cohen on the Radio," which, like most of "Mike" Silver's work, was amusing.

In 1924, the bars against recorded the control of the results of the control of t

work, was amusing.

In 1924, the bars against recording artists performing for radio had just about broken down. Victor began to issue records on which Jones & Hare were identified as the Happiness Boys, and all the companies raided the radio studios for recording talent. The trend became a landslide after electric recording was introduced, making it possible to get satisfactory waxings of voices that otherwise would not have recorded well. The same thing applied to dance bands. Harry Reser's Cliquot Club Eskimos, perhaps the most popular orch on the air in the early 1920s, won wide popularity on records not only as the Eskimos but as the Six Jumping Jacks, the Seven Little Polar Bears, Earl Oliver's Jazz Babies, and in many other disguises. Radio acceptance had

disguises.



AXEL GRUENBERG RALPH EDWARDS'

er Took Another Load Away," that his mind was wandering, and began to "announce the program," only to be chided by Hare with, "Bill, pull yourself together and stop wandering! We're making a phonograph record." Still later, the boys occasionally sneaked in references on their platters to Interwoven socks.

Interwoven socks:

Nevertheless, not all was brotherly love: When Thomas A. Edison, his son Charles (later governor of New Jersey) and other Edison officials made a record of Christmas greetings to Edison dealers in 1924, it opened with some ear-splitting noises intended as a jeer at radio static. (Static or not, radio by then had the record business almost on the ropes.) And, speaking of static, a fairly popular dance tune was called "Static Strut."

Even so, as already said, the bar-

popular dance tune was called "Static Strut."

Eyen so, as already said, the barriers were just about down. Vaughn DeLeath had made records for Edison in 1919, B. R. (before radio), but her later vogue as a recording thrush came only after her identification as "The Radio Girt," the first femme heard on the air. Frank Wright and Frank. Bessinger, "The Radio Franks," were widely sought by platter purveyors. Gerry Macy and Ed Smalle called themselves on records "The Radio Imps." Columbia even went so far afield as to engage Bessic Coldiron, the "Sunshine Girl" of WBAP, Fort Worth. Bob Pierce, the "Old King Cole" and "Old Man Sunshine" of WOR, went well with Edison audlences. Pierce—whatever became of him?—did a child's program with a theme song. "Radio Kiddies of, Mine."

One of the most unusual record-

Kintner's Alpha & Omega: Solution To Video Costs, Station Clearances, Creating Proper Respect For Radio

portant forces
in American
life.
One of these
problems
is the televivision sector
of the industry—a doubleherenled one



user may reach every segment of a constantly expanding market. The other problem, it seems to me, is the formulation of al new clear and accurate viewpoint toward radio and its proper niche in the communications industry, not only in relation to television but to all other entertainment and advertising media.

So far as the television problem is concerned, every segment of our industry—networks, stations, agencies, packagers and producers—has been concentrating upon finding a working solution to it and, although many and various as have been some of the proposals put forward to date there has been evolved no overall formula or yardstick by which the whole industry can base a system of cost control or reduction.

It may be that only a synthesis of the proposals for the control or formulas of the control or formulas of the proposals of the control or formulas or pages to the control or formulas or pages of the proposals of the control or formulas or pages of the proposals of the control or formulas or pages of the control or

It may be that only a synthesis of the various proposals so far put forward and tried out may provide the best possible solution to the cost problem—increased use of film; development of new production techniques which will permit the presentation of first-class programs without elaborate production accessories and practices; more widespread sponsorship of programs on an alternating basis; increased sponsorship of programs on a cooperative basis; the utiliza-

Our industry currently is faced with two major problems calling for the earliest possible solution if the broadcasting industry, as a not a in taling industry, as a not a not a incomparate of the not and industry in the industry indus

Find The Guy!

Find The Guy!

For certainly the man who comes up with the BIG fdea for this end can not only command his own price—but the size, location and lettering on the monument a grate-tul industry will react to him.

The second phase of the television problem, that of providing better station clearance, presents a considerably brighter almosphere for consideration and prospects for solution.

The lifting of the freeze on new

solution.

The lifting of the freeze on new station construction was perhaps the biggest factor contributing to a brighter picture for better station clearances this fall. Before the freeze was lifted, 40 out of the country's 64 television markets were single station markets. By this fall, these 40 markets will contain at least 76 stations.

at least 76 stations.

Before the freeze was lifted, only 60. of the nation's 200 top markets had television service from 106 stations. Currently, 109 of these markets contain 466 stations and by the fall of 1953 approximately 162 of the 200 top markets will have inside television coverage with about 231 stations on the air.

over the three 200 top markets will have inside television coverage with about 231 stations on the air. To turn to our other problem—a lot of people in our industry are going to have to dust off their ideas about that furny, cablect over the life of their corner of the living room, turn the clais and start listening to the result with newly attuned ears. Because there are today 5,000,000 more of those cabinets, or smaller, portable versions of them than there were in the United States a year goe and their, owners didn't buy them just to have something to fall up that corner or to have another bundler to totalong to the beach or the piente. As of the first of this year, according to a joint research committee of the four networks.—ABC, CBS, MBS and NBC—there were 110,000,000 working radio sets in the United States compared with 105,300,000 a year ago. So not only has radio not gone under before the impact of te exision, as so many in the industry forceast, it has expanded its andience and its appeal to advertisers and the public alike.

I believe that this calls for a new, detached reappraisal of the medium and its own inherent characteristics, and how they can best be utilized in the overall broadcasting picture. For example, the still unrivalled superiority of radio as a medium for new and music. I think that new program formats must be devised to continue to hold, both the audience, it has had-for years and the new listeners who have turned to it in the past year. New sates formulae must be devised to continue to hold, both the audience, it has had-for years and the new listeners who have turned to it in the past year. New sates formulae must be devised to permit more advertisers to use radio in more advertisers to use radio in more advertisers and of the red uninfluenced by wild swings of enthuracian of gloom, realistically ad aved against all other cut thought and advertising media.

And better put the spades back in the gazage for a while.

Cole Helms KITE

JACK SHAINDLIN

SERVING THE MOTION PICTURE INDESTRY IN THE EAST

ox Movietore Productions;
March of Time; Louis de Facoite: Sory March of Time; Mattheway Been named connercial manager of KITE has been named manager of KITE has been named manager of the outlet; according to an amount of the outlet;



CD Takes Over Show Biz (Common Denominator)

By LEONARD II. COLDENSON
(President, American Broadcasting Paramount Theatres)

The Entertainment Industry stands on the threshold of its finest



The motion picture industry has hit a new stride with better pictures and added public appeal through 3-D and widescreen pictures together with stereophonic sound.

Television has made gigantic strides toward maturity in the past year and now is approaching real value as a national mass advertising medium. Radio, never underestimated or devalued by the public which has been buying sets all along, is achieving full new value within the industry and by advertisers.

The moral here for all the entertainment business is quite clear. It is: never underestimate the CD-Common Denominator, the Public Television, the lusty growing giant of the entertainment world, caught the industry experts in both motion pictures and in radio looking the other way. Motion pictures at one time practically refused to admit such a thing as TV actually existed. The prophets on early denies for radio.

If was not until the Common Denominator time and again gave the property of the contract of the contrac

n early defined for radio.

If was not until the Common Denominator time and again gave the newer at the box office and at the cash registers when they bought new portable radio sets or insisted on radios in their automobiles that he industries own experts began to sharpen both their wits and words.

The film industry began to emphasize better pictures and moved to add new values to the motion picture theatres in the form of 3-D and other widescreen techniques to attract the audiences. They soon found this was the correct and only answer; for motion picture box office receipts hit new peaks for pictures which were outstanding

Era of Selectivity

Like any new development, television, when it first came into the home burt other forms of entertainment such as radio, motion pictures, reading, etc. After the novelly factor of television wore off the viewers became more selective in their television viewing and gradually they began to give television its fair proportion of their entertainment time.

Once this novely factor was eliminated the public at large resumed their normal pursuits of driving and listening to the car radio, taking the portable radio set to the beaches, picnics and the ballgames. They began to go out to the movies, the theatre; they picked up their books, papers and magazines.

This was the turn that was not called by the radio industry chartists. his is the turn that was called by the people—the Common Denom-

Now, that evolution has come out of the so-called "TV-Revolution;" the Entertainment Industry as measured by radio, television and motion picture theatre audiences is being seen in truer focus.

the Entertainment Industry as measured by radio, felevision and motion picture theatre audiences is being seen in truer focus.

For instance, the motion picture industry which at one time would have nothing to do with TV now has found that television, properly used as an advertising aid, can greatly stimulate the box office.

The nost recent development along these lines, of course, is, the arrangement made between the Motion Picture Association of America and the American Broadcasting Co.

Tentatively titled "Hollywood Parade," the program will present highlight excepts from current topflight serven attractions, personal appearances by leading screen stars and will feature top talent in the role of host from the film industry.

The project, a milestone in both television and motion picture history, will get under way this month with the production of the pilot program at ABC's vast TV Center in Hollywood.

In auditing this piece I find that I have written only in terms of the pus values ahead for the Entertainment Industry. Certainly there will be problems. But these I do not count as minuses Rather, I am inclined to weigh these problems in the light of what they will bring to the industry in the way of significant advances. Viewed in this light I can see great benefits for the audience and that in turn translates into plusses of various sizes for the industry.

I do not want to be misconstrued here, because I very definitely do not believe that for the motion picture industry 3-D glasses are automatically interchangeable with rose-colored glasses. For motion pictures as for television and radio the future hinges on the quality of the product offered the audience.

Here, let me return to my original point: the Entertainment Industry, has set the clock for its finest hour. However, the Common Domon.

Here, let me return to my original point: the Entertainment Industry has set the clock for its finest hour. However, the Common Denominator, The Public, will turn off the alarm and go back to sleep if they do not like the product.



JACK STERLING

THE BIG TOP" CBS-TV THE JACK STERLING SHOW" WCRS IMITATION NO LONGER FLATTERY By MARK GOODSON

By MARK GOODSON

If a man wants to do me the honor of copying my conversational mannerisms, my eating habits, or the uncertain cut of my jacket—I suppose that my normal male vanity is somewhat flattered.

However, if the imitator likes not my ties, but my ideas, my shows, my creative product — and goes into business peddling counterfeits of them, I am no more amused or flattered than the Treasury would be to discover a superb copy of one of its \$10 bills.

It's about time it should be stated flatly, openly, definitely—the counterfeiter does us no honor. And, to make the point of this piece, it does the television industry no honor either.

When, above, I refer to "my shows," "my ideas"—I am speaking for the sake of the clear illustration. I refer, of course, to shows created and developed by the Goodson-Todman organization—a group of reasonably industrious, fairly ingenious, and, I am happy to say, meticulously honest people who have great respect for the concept of originality. Bill Todman and I like to think that we have a remarkable paucity of second-handers and me-tooers in the outfit.

Being at least normally competitive, we always hope that the shows we do will be better than those turned out by fellow packagers. When an outsider comes up with an exciting new gimmick—we kick ourselves across 57th Street because we weren't clever enough to do it first. But we have admiration for the creation—and the creator. And it spurs us to dig in harder.

But when we see the channels flooded with the switch-thinking of the carboncats—when we see out-and-out copies of shows and devices we have labored hard and long to bring to life—then, frankly, we burn.

I repeat—we have great respect for mew concepts. Though it is not in our metier we have the certificality of the "Ctribe." Though it is not in our metier we have the certificality of the "Ctribe." Though it is not in our metier we have labored hard and concepts.

burn.
I repeat-

the carboncats—when we see out-and-out copies of shows and devices we have labored hard and long to bring to life—then, frankly, we burn.

I repeat—we have great respect for new concepts. Though it is not in our metier, we bow to the originality of the "Strike It Rich" series. The cluster of cheap imitations which have sprung up are as irritating to us as they must be to Walt Framer. "This Is Your Life" is another new gimmick for which Ralph Edwards deserves applause. I hope, though, that Ralph has his mosquito netting ready—the parasites will soon be buzzing around his ears.

To be personal, our "What's My Line" has had more than its share of counterfeiting. Some of the agency presentations we have seen openly offer to do a similar show and to 'tap the success of "What's My Line." Some of the me-too boys, in a fit of sincerity, have even approached us and offered us the "right" to produce the counterfeit, on the interesting grounds that we can "do it better than anyone else!" Across the country, the out-of-town cities have joined Metropolitan reviewers in a coast-ocoast chorus of protest. The Chicago Herald American's Janet Kern writes in a recent column: "TV' suffers end-lessly from this disease of brazen, unapologetic imitation." Other observers are more specific—Phil Minoff of Cue says of one show that "this session is a warmed-over version of the 'mystery guest' segment of What's My Line.' . . . Instead of hiding the visiting celebrity by blindfolding the panelists, 'Masquerade Party' disguises the guest." In the lead article of July 15 Variety in a piece called CAR-BON DAYS ON NETWORKS says . . "In the case of CBS-TVs morning TII Buy That' cross the boarder, it's a case now where viewers can see a reasonable facsimile of "What's My Line" five days a week."

Naturally, we're not happy about all this. More important, we agree with the TV analysts that this is bad for the industry as a whole.

First, it must tend to discourage genuine creative thinking. Why sweat out a new idea—when the networks offer a read

transmit his dislike to the television show which inspired the whole thing.

No proposition can endure unless it's good three ways—for the licensor, the licensee and the buyer. Providence has sprinkled some wonderful business brains around this strange territory to help steer merchandising people into sound ventures. They include veepee Tom Johnson and Jack Griffin, toy buyers at Macy's; Tom Smith, who heads up Sun Rubber in Akron; Louis Marx, world's greatest toymaker; Jack Goodman and Al Levintees in the sound and the sports world have blazoned a half-century record of successful tieuper merchandising people into sound you be the stage and the sports world have blazoned a half-century record of successful tieuper merchandising people into sound you be the sound and anywhere near the potential of television.

The \$64 question is how do you dig it out? The answer, as always: with lots of hard thinking, plenty of work and, above all, highest



SHIRLEY EGGLESTON RADIO • TELEVISION BROADWAY • SCREEN

LExington 2-1100

Merchandise **Gold In Them** Video Hills By ARTHUR PERLES-

(Director, Merchandising Exploitation, CBS-TV)

Twenty-odd years ago as a fledg ling newspaperman, I learned to accept the unexpected as routine. A trigger-happy hood hit the saw dust trail. A pillar of civic virtue sprouted clay feet. The Dodgers even won a pennant. All in a day's reporting work.

But the past, I have learned latterly, was duck soup compared to the business of merchandise licensing. It's no secret by now that CBS television has mandated me to carry on in as Madhatter's terrain. It becomes an exercise in will power to report without battering the exclamation mark on this typewriter.

Let's take the matter of toys. You enter a staid-looking office building at 200 Fifth. Push on any door and what's behind it? Grown door and what's behind it? Grownmen winding up tiny autos, others
bouncing giant rubber balls, sitting in play-swings, filling in jigsaw puzzles, pulling marionette
strings, blowing toy trumpets, ad
infinitum. You look *around for
some guy in white coat completewith butterfly net. Instead, you seerestrained salesmen scribbling on
their order pads.

far remove from television? Mais non, cheri.

Mais non, cheri.
Your network has a new space show like "Rod Brown of the Rocket Rangers." These are the folks in a billion-a-year industry who are going to help you spread its fame. Millions of kids thereupon will harass pop, mom, grandmat the whole family until they get that new "Rod Brown of the Rocket Rangers" gimmick.

It gives added dimension to the program's financial return, makes

regives added dimension to the program's financial return, makes new legions of fans for the show, spreads its name in shop windows, on store counters, across T-shirted chests, in newspaper ads, even invades the bathroom with sculptured soap images of the hero.

Meanwhile, you are compound-

Meanwhile, you are compound-ing promotional and dollar gains through children's books, the com-ics. records, novelty clothing, games of chance and skill, dolls and puppets and masquerade equipment. equipment.

Kid Stuff?

One learns quickly that all this child's play is a very serious matter. For the licensee it means, for

child's play is a very serious matter. For the licensee it means, for instance, an average minimum investment of \$50,000 at the outset in advance royalties, designs, mockups, dies, moulds, packaging, metals plasties, paper and fabrics. The broadcaster-licensor should know that, if there's too much markup on the licensee's actual costs and the retail price, or if the merchandise is shoddy, fragile, can't take a moppet's beating and otherwise proves inferior, the customer will feel bilked. There's a natural impulse for the buyer to RADIO



BEN GRAUER

Whatever Happened To Television 'Hiatus'?

By J. L. VAN VOLKENBURG (President, CBS Television)

ting too old to be a prodigy any longer (at least by its own standards); and so it has created still

another prod-igy, daytime

and so it has created still another prodigy, daytime television.

It's a medium within a medium for 'home products' advertising.

It has come into its own this year—although it had its real start presents greater scope and opporunities than any other medium directed primarily to housewives.

Where else, for example, can you

rected primarily to housewives.

Where else, for example, can your find a home service medium where the average advertisement goes to so many housewives? Or where the message can be emphasized two and three times in one setting? And with demonstration? Or a medium to which housewives give more than an hour of their time—every day?

This is what daytime tolowice.

This is what daytime television This is what dayline television today offers advertisers. They can attract a concentrated audience of housewives whose minds are on their home, seated within a few yards of the stoves and sinks and medicine chests where household dvertisers want their products

To reach its present growth, there was an apparent natural handicap to overcome, but also a great deal to build on.

Television involves looking—which involves concentration in one place. Daytime television had to encounter living patterns seemingly incompatible with it. How, everyone asked, could housewives go about their routine of the kitchen laundry nursery and super en, laundry, nursery, and super market, and focus their eyes on a television screen at the same time?

It has been more than a year since an answer came to this ques-tion. Housewives found time.

Pattern Household To TV

The appeal of television was so strong that it induced revisions of household schedule. Housewives arranged to reserve time for their favorite daytime programs. Average daytime viewing-61 minutes in 1951—has climbed as high as 82 minutes this past spring. It

seems certain to go higher by the end of the year.

And daytime television has met the problem of household routine so well that the top five daytime television programs average more than 3.500.000 homes.

than 3.500.000 homes.

But much of daytime's development can be attributed to the fast growth of television as a whole.

Today television is a medium in some 24,000,000 homes, It is in areas covering four-fifths of the population. It commands more of people's time not only than any other medium, but any other activity apart from working and sleeping. And the longer people own sets, the more time they give to it—today, an average of almost five hours per home a day.

Advertisers have been quick to

five hours per home a day.

Advertisers have been quick to recognize the audience values of daytime television as well as its outstanding economy. Among daytime programs you will find some of the best buys, not only in television, but in all advertising.

This is made possible by production efficiency, careful design of programs to appeal to daytime lastes, and also by flexible advertising methods.

On CBS Television for example

tising methods.

On CBS Television, for example, an advertiser is offered a variety of plans that includes joint sponsorablip, participations, alternating sponsorship. All sizes of budget can be accommodated: daytime television can cost as little as small space campaigns in publications.

The result is that the names of advertisers, both large and small, are fast filling available daytime program periods. Today daytime te evision, in terms of schedule op-

Television in its sixth year is get- portunities, is where nighttime television was in 1950, and every week more advertisers are taking advantage of these great daytime

buys.

With the "arrival" of television as a daytime as well as a night-time medium, it is inevitable to recall that it is also a medium of winter and summer. One of advertising's most learned words, hiatus, is disappearing from television's vocabulary.

This has happened primarily because of increasing awareness that for most products you can set as

cause of increasing awareness that for most products you can set as high a sales quota for summer as for any other season. There has also been the discovery that summertime viewing keeps within one or two rating points of winter viewing; while summertime audiences, with new set buying, actually exceed those of the preceding fall-winter season.

So with daytime and nighttine

So with daytime and nighttime, summer and winter, television in 1953 is enjoying a full year—with fine entertainment for viewers and bigger sales for advertisers.

Fear FCC Ban of AM-TV 'Teasers' Will Keep Wary Sponsors in Print Ads

Immediate reaction to the FCC's recent ruling limiting the use of "teaser" ads on radio and television has been one of apathy, with isolated exceptions. Most net-works, stations and agencies feel that the amount of leaser copy isn't significant enough to go through the legal trouble of appealing the ruling, and so it's likely that the FCC decision will go unchallenged.

Broadcasting execs, however, in spite of their apathy, do feel that their medio have been depriced of one of their most effective adver-tising gimmicks. Further, there's a fear that new products, using teaser campaigns in print media, will hesitate before turning over the followup ad expenditures into radio and television. Opinion is that if new products are successful in initial print campaigns, they'll be reluctant to depart from the print media.

the print media.

One immediate reaction came from Fitzgerald Advertising Agency of New Orleans, whose radio-TV director, Aubrey Williams, warned station execs the agency would be forced to rechannel muc of its copy into the print media because of the rüling. In a letter to the Station Representatives Assn., Williams called upon station execs and reps to start a concerted campaign to change the ruling.

Fitzgerald agency handles Jax

paign to change the ruling.

Fitzgerald agency handles Jax
Beer via a teaser campaign that
refers to "J Day" but does not
mention the word beer, offer it
for sale, or suggest that listeners
buy it. FCC ruling requires that
all advertising requires adequate
sponsor identification.



ROSA RIO

ORGANIST, PIANIST, COMPOSER MUSICAL MOODS for Badio-T.V.—Pleture SU 7-54*97



STAATS COTSWORTH

Video: A Happy Hunting Ground For Researchers

By OSCAR KATZ. (Director of Research, CBS-TV)

Reporting on the expansion of television is always a pleasure for a man in the research field because it's a documented story of a mighty upward and onward march.

upward and onward march.
In last July's Variery Review-Preview issue, I pointed out that one-third of the nation's families owned, television sets, another third lived in TV areas but did not own sets, and the last third lived in non-TV areas. In brief, television had progressed so rapidly in its comparatively short career that by a year ago it had covered two-thirds of the U.S.A., and its penetration in TV areas had reached 50%.

Well what's happened since then? Television expansion has continued to the point where it now covers 80% of the country. Set-owning families total 24.500-000. This means that penetration amounts to 70% of the families within signal range. At this level of expansion, penetration in some of the older markets is approaching 90%. New stations are going up in great numbers. Multiple set ownership is now a definite development. Daytime television is rapidly expanding, with an already strong sponsorship position.

28.000.000 By Jan 1

28,000,000 By Jan. 1

We can say that, with the expansion in new markets coupled with the continued growth in existing markets, television has emerged in the past year as a truly national medium for the dissemination of entertainment, information and advertising. And the coming year looks even rosier. Of course, the spark that touched off television's burst of speed during the last 12 months was the end of the FCC freeze. The action put almost 100 new stations on the air, virtually doubling the number in operation a year ago. And at the rate of current growth, the number of on-the-air stations will probably double once again to a total exceeding 400 by the end of the year.

Looking ahead also in terms of

Looking ahead also in terms of coverage I estimate that by year's end television will be within reach of 85% of the nations families. Television set ownership will continue its sharp upward trend to approximately 28,000,000 by Jan. 1.

The fact that more and more families are buying additional sets is a sure indication of television's coming of age as a universally accepted institution in the home. A recent study, in the New York area, for example, indicates that approximately 150,000 families in this market own two or more receivers. Obviously, we can look for future growth in this respect. growth in this respect.

growth in this respect.

In summary, the whole picture is broadening and deepening. Television is broadening by spreading to many new areas, Simultaneously, television is deepening by increasing its penetration in the increasing its penetration in the areas it already serves. And along with this two-fold expansion has come the development of daytime television as an advertising medium in its ovin right.

1953-54 Season To Usher In Industry's 'New Sound, New Look'

Washington, played in the development of such Radio and television programs, ming in America is acquiring a Television, spurred by the trenew "sound" and a new "look." mendous competition unleashed by the transformation—of which the litting of the "freeze" has shed

This transform public is the benefice, any — epito-mizes our system of free, competi-tive enter-

prise.
This transi-This transi-tion from the program for-mats of other years is oc-e u r r i n g because most

G. H. F. F. I. n. g. H. K. Fellows because most broadcasters are sound businessmen who are fully cognizant of these three factors (1), there is adequate proof that our economy can, and will, support radio and television; (2) cach medium is superior to the other in certain respects; (3) increasing compedition within and between both media requires greater imagination and initiative in the programming field.

features formerly carried:

Greater care is being exerted in the selection of music, and many stations tailor musical segments to fit the desires of specific listener groups. Increasingly, stations are studying their markets; and by keying their service into the characteristics and desires of the listener's personal, family and community lives the stations are assuming definite, "personalities."

This practice tends to build loyal audiences for such a station.

More time is being devoted to



KENNETH ROBERTS

"Television Newspaper of the ABC-TV—Twice Nightly "Nora Drake" for Toni Pepsicola Radio and TV SUsguchana 7,5400

Television, spurred by the tremendous competition unleashed by the litting of the "freeze" has shed its swaddling clothes. Although it may never quite achieve the saturation audience commanded by radio, television will offer its service to every part of the nation. It will come into markets hitherto thought too small for such service, and as the national map becomes blanketed with staffons the costs of programming will gradually reduce. Film and video tape will be the principal program source of using staffons, and the laboratories will devise cost-reducing short-cuts, to all types of good programming. to all types of good programming.

An engineer addressing the 31st annual NARTB convention in Loss Angeles several months ago predicted global television before loss to the cause of my faith in the genius of the engineering profession, and prodict international television in

Should these predictions appear

within and between both media requires greater invagination and intitative in the programming field.

Contrary to the mournful predictions made in the not-so-distant past by the NSMM (National Society of Media Morticians); television has not been the death of radio. Quite to the contrary, each is sound of wind and limb, and growing every day.

An extensive study of television's effect upon radio, made recently by the National Assn. of Rigidio & Television. Broadcasters shows that alert radio broadcasters have devised a formula for successfully meeting the challenge of television. And may I observe a this point that this challenge has been a boon to radio; it has gotten a lot of broadcasters out of their chairs: and onto their feet, flattened their walstlines, and pumuscles back in their legs and deas back in their heads!

A primary factor in this formula is programming, and among successfully for the commodity audiences, or large segments thereof. This trend is noticeable in all phases of the field—news, entertainment, music, and farm and women's shows. Local programs, either live or transcribed, are replacing many network sustaining features formerly carried.

Greater cape is being exerted in the selection of music, and many returned to the progress of research the propose of revising in to meet follows proposes of the minute control of the membership and the programs in the interests of deceney and good taste.

New Standards For Radio

Al present, the Standards for radio are being studied by a committee comprised of the membership for the purpose of revising in to meet follows. Products of the membership of the common distribution of the products of the common dis

NARTB Board, and the committee is currently in the process of re-viewing the document with interested lay organizations prior to adoption.

adoption.

The Television Code has been in effect little more than a year and public opinion in general agrees that Code-observance has greatly improved the caliber of TV.

Today the four network; and approximately 140 individual stations subscribed to the Code.

subscribed to the Code.

The Association has worked diligently in behalf of good programming in the halls of Congress. In this realm NARTB, has presented opposition testimony against many hills which would impose government censorship inon radio and television. We also work closely with state associations and individual broadcasters whenever they face, similar problems at the state and local levels. and local levels.

and local levels.
Again in the legislative field we oppose with vigor any proposals to eliminate or govern radio of television advertising. This defense of advertising is also a defense of personal liberty and the right of the public to select its own programming.

Two other major programming services offered by NARTB are in the fields of public interest broadcasts and commercially sponsored shows. Sources of material for public interest broadcasts are numerous throughout the nation, and it is the function of NARTB to compile this material—both for radio and TV—into nervious citalous dio and TV—into periodic ratalogs, for the membership. In the spon-sored radio field we offer a direc-tory of open-end transcriptions available for local sponsorship.

The Future of Radio Is Just Beginning



By now, the trade statistics about the new boom in radio are beginning to have an almost monotonous ring. For however you examine radio today, all you hear is good news. It's good news all over, Take the manufacturer's good news.

The country has now some 110,000,000 radio sets—over 100,000,000 of them new since the war. Sales this year alone are expected to reach a new high, with some 14,000,000 new sets being bought. Take the advertiser's good news.

With sets of every conceivable make and kind, plugged into every concei

Advian Murphy invested in radio. Last year brought in the biggest gross billings in radio's history.

CBS Radio specifically had 45% more advertisers than it had in 1948—before television. And its gross billings are currently running 8% higher than spring a year a 0.

Our best information is that the CBS Radio increase in sales has been reflected in most areas of radio operations, this year.

And finally, take everybody's good news.

Backed by a public that's loyal and large, and by advertisers who continue to look on radio as the most efficient way to reach all kinds of people everywhere, radio is still in the business of developing new programs, new personalities, new techniques of broadcasting. Developing its which cannot help but insure a healthy future and steady employment for the medium.

Let's glance at the future being prepared by the network T know

et's glance at the future being prepared by the network I know

You may have heard, or heard about, the series of documentaries which CBS Radio has been doing lately on important issues in today's headlines. These have included "Bomb Target; USA," "Class of '53." and "38th Parallel—USA."

And we are producing new kinds of musical, dramatic and variety

Summer Incubates Hot Items

Summer Incubates Hot Itenis

Over a summer, it is relatively easy to string together several familiar shows and put them on the air as replacements. Some broadcasters, however, prefer to look on summer as their "straw hat" season, when new ideas and programs can be tried out.

Previous-summers at CBS Radio have produced "Gunsmoke," "Suspense," "My Friend Irma," "Our Miss Brooks"—which would seem to justify the risk involved when a network completely on its own, introduces new and sometimes untried personalities, when it tries to inject new ideas into programming, and when it explores new ways to perform those jobs that only radio can perform.

Last month, the first two of this summer's new programs went on the air. Five evenings a week we are presenting "The Johnny Mercer Show," a music program with guest artists performing alongside one of Tin Pan Alley's most distinguished raconteurs. On Monday nights, "Crime Classics" forms an unusual dramatic program which recounts true stories taken from the annals of every land and every time. This month, two more are on. On Wednesday evenings, one of radio's newest personalities, Will Rogers, Jr., conducts "Rogers of the Gazette," a series of dramas built around the life of a small-town newspaper and its editor. And Tuesday evenings, for the first time in broadcasting, factual case histories encountered by New York City's Finest are aired over "21st Precinet," a program which we are producing in cooperation with the Patrolmen's Benevolent Association.

Encouraging signs are at hand on every side—in listening, revenue, and new programming.

And to anyone connected with radio—whether as performer, producer, director, writer or technician—the Jacets should indicate that the future is just beginning.

Coronation Sparks Boom in France TV Set Sales; Expect 300,000 By '54

repercussions

here now show that C-Day was a big day for French video. The big day for French video. The extreme public interest, the success of large-screen TV, and the soaring sale of TV sets connote that TV, has come of age here. There is still at lot of construction, work and relays to be set up plus the problem of TV, breaking away from amount the aegis of the still powerful radio setup before it can really come into its proper sphere. A lotal of 45,000 sets are in

really come into its proper sphere. A total of: 45,000 sets are in legal operation here with an estimated 35,000 more in secret usage. There is a 3,750 franc (\$10) license fee for set owners due to the nationalized aspect of TV. A big segment of the French owners have either not declared their sets or constructed their own elandestine tibes. C-Day set up a rush on viewers, with an estimated 5,000 for month going during the last tew months.

Growth of set owners has made

constitution of the control of the c

servicing over 300,000 sets by 1954. Success of the Coronation im-

servicing over 300,000 sets by 1954.

Success of the Coronation images, which were sent in a relay from London to Paris and then through to Belgium, Holland, Luxembourg and Germany, is a forecast of an international web of the near future. The problem of line conversion has also been licked with a special conversion setup in Paris, which converts the incoming signals to the proper line content before sending them off to Lifte for transmission to other countries. Comparative lateness of the full-french video development has led to it having the best serven definition in Europe, Lagging postwar progress gave time for experimentation, as to best lineage, whereas it. S. and. England forged aheads or rapidly in set sales that an arbitrary seveen line had to be adhered to without any chance for a change. Though France had the 441 line screen after the war, the existence of only about 1,000 sets in Paris led to the changeover to the better 819 line screen. There are still 441 emissions, but they will probably be extinct by 54, Color, of course, is, still no worry here though French labs are experimenting with sets that could receive both color and black and white reception.

Slim broadcasting time of four hours per day is another factor that bas to be elecared upsin giving the French midit or investor.



CURT MASSEY

His "Curi Massey Time" for Alka-Seltzer, now in its fifth consecutive, year, has the widest coverage in radio history — heard Mondays through Fridays on BOTH CHS and ULTEAL networks, as well as Tadio Luxembourg and AFRS.

rent cathode showing the regular crop of programs are not of top

One difficulty is the slim budget as yet allowed to TV programming by the nationalized Radiodiffusion-Television Française. The average French yearly output gets an allow-French yearly output gets an allow-nice of \$900,000, compared to the English outlay of \$30,000,000. Lack of funds is the basic reason for the low level of French TV program-ming. The talent is here with all the creative aspects of theatre, film and spec to draw from, Small pay leaves little likelihood of at-tracting the top talent as yet.

50% Live Shows

Only 50% of the shows are live, and the rest are films of vintage quality. Current and big social events are still the most popular programs on TV, here. There is a need for more format shows, with those now in existence too hybrid in layout for progressive interest for viewers. The revues and digests fall between being actual format revues or theatre shows. Piecemeal showing, of short scenes from plays and pix leaves set owners with dissatisfied appetites. French TV is in search of a style, and as yet has hit no distinctive formula.

With the growth of TV accept-

tinctive formula.

With the growth of TV acceptance here, there will be a gradual evolving of more well-planned shows. There are a few precursor shows that denote a semblance of good organization and pacing in the "Music Hall Show" of Gilles Margaritis. "The Joy of Eiving Show" of Henri Spade, and the interview show of Jean Nobain.

There is a need for greater on

terview show of Jean Nohain.

There is a need for greater onflic-spot roverage, to bring the sigificance of current events into the
homes of the TV owners. If French
TV continues to expand at its current rate, this may well shape into
a big competitor of legit and films
here. Prudent French producers
are already looking into 3-D, and
the public is getting its taste of
the new dimension this year. Howeven, the vacillating Gallic public
still wants quality in its entertainment, and that will be the final
dimension in the ultimate definite
arrival of TV on the permanent
show hiz scene here.



BILL-WILLIAMS "KIT CARSON"
Sponsored by Coca-Cola Bottlers
All Over the Country

Whatever Happened to 'Broadway Open House'?

Can "Broadway Open House" be revived?

That's a question which has been thrust at me since the demise of Jerry Lester and Family nearly two years ago. In recent months, I've been literally plagued by the query because of the upsurge in live late night shows and their failures.

What—people want to know—was the magic of "Broadway Open House"? Why haven't the networks been able to duplicate the success of this forerunner of late night shows? Why not revive "Open House"? No prophet am I, but I produced "Broadway Open House" and here

are my answers.

A successful revival of "Open House," with its original cast of Jetty Lester, Dagmar, Ray Malone, et al, would be an impossibility inasmuch as these performers are no longer believable as a family unit.

In the beginning, the participants of "Open House" were either unknown or unheralded, and their spirit was refreshing to behold. They projected a quality of clean, good fun, of pixiness, and a brand of color all their own.

Exit Believability

However, as the applause heightened, the once-happy family gave way to a series of individual acts, with each member pulling for himself, instead of functioning as a cog in the wheel. The family became incompatible. The strained relationship was mirrored in the gradually fading interest from the public. No longer could the viewer accept the ensemble as one, big happy family. No longer was it believeable.

believeable.

Believeability is the whole crux of late night programming, all TV programming, as a matter of fact. It is something that "I Love Lucy" has, that "The Goldbergs" have, and "Broadway Open House" at one time had. Believeability has not been evident in recent attempts at late night shows.

In the two years that "Open House" has been off the air there's been more than enough time to mu" over the pitfalls and possibilities of midnight programming. I don' have another "Broadway Open House" up my sleeve, but now I do know how to bring about a late show that could match its popularity and, better still, sustain itself over a long period.

over a long period.

This time, instead of placing emphasis on the individual performers. Twould stress, the show's premise. Performers like Jerry Lester and Dagmar in a format like "Open House" were irreplaceable, but how about a format in which the cast members are subordinated to the framework of the show? How about so strong a premise—and it will be a simple premise—that the individual cast members could be replaced without hurting the whole team?

When a selected group of performers can approximate reality to the point where their basic normal behavior substitutes for a formal long-involved script, then costs are cut down. There would be a minimum of rehearsals, simple sets, and no need for camera rehearsals. Do I have a definite plan for such a late night show?

Do I have a definite plan for such a late night show? Sure I have! But does Macy's tell Gimbel's?

TV, A Tool for Betterment

By SIG MICKELSON (Director of News and Public Affairs, CBS TV)

The past 22 months—since the Japanese Peace Conference on Sept. 4, 1951—has been a period of transition and growth for the television news and public affairs department. It included the event-filled 1952 Election Year, the Inauguration, and the Coronation. This period is now ended.

It was a period of flexing of muscles and the taking on of new and challenging tasks. TV news has learned its trade and its tricks with the production of these major events. It was a period of the really big "actuality" broadcast, with its multiple-camera setups, huge physical plants, and large groups of trained personnel.

As a consequence, we all know now that television can do its job in reporting and coverage of news events, and do it well. It is no longer a case of occasional stunt coverage, of a newsbreak. The medium has proven its ability to report the sight and sound of the news as it is happening.

In the full and varied range of broadcasts of the last two years, precedent has been established for the TV coverage of almost every type of major story. From now on, big spot news stories—whether of a calamity, a political event, a religious service or a holiday celebration—will be covered with techniques and methods proven under fire, subject to the normal modifications that will come about in a progressing industry.

Inform Yet Entertain

Inform Yet Entertain

The telegison news and public affairs department is now free to go on and explore more fully new areas wherein its potential for good is at Jeast as great as in the reporting of news. Having established ourselves in the field of the actuality broadcast, we can now devote more time to enlarging our effort in the fields of education and information, always with an eye to helping the yiewer to better understand and cope with his environment. Fortunately, we have the equivalent of a running start in our effort to broaden our base in the important field of serious educational-informational programming by having at hand personnel, equipment and techniques developed and checked during the recently concluded "testing" period of television.

As the television broadcast signal is patently non-discriminatory, this programming must include something of interest to great numbers of people. While educational, it must at all times he palatable to the mass of viewers, and this will call for everything we have learned of showmanship so far.

In contemplating this type of programming, we must know and be conscious of two major items: the type and kind of serious problems that confront large sections of the population, and the capabilities and limitations of televison in attacking these problems.

At CBS-TV, we have had a long-range program of developing programs along these lines. "Adventure," utilizing the abundant and exciting material made available by the Museum of Natural History; "Summer School," our current series of informal educational sessions by the country's outstanding educators and authorities; and "The Search," our new fall scries on which each broadcast will originale from a different leading American university—these are current manifestations of our interest in this field, and they are truly only the beginning of a steady flow of such shows.

Newsfilm, CBS's newly created world-wide news and newspicture gathering organization, will be as closely tied in with our expansion in this field as The televison news and public affairs department is now free to go

TV 'Double Exposure' No Radio & Soda Hangover

Like the panacea for disease and wer, the elusive cure-all for the soaring costs of television has yet scraped us. Even as far back as the ancient days of the seven-inch screen, low-priced TV shows were hard to come by. It's still so—but today there are tell-tale signs that the "it's time for a change" slogan is also creeping into the television industry.

It was Variety, that not long ago described TV as just a "radio hangover," pointing out that the television fathers were still apply ing the same methods that

It was VARIETY, that not long ago described TV as just a "radio hangover," pointing out that the television fathers were still applying the same methods that



James M. Gaines clearing, oùr eyes are beginning to focus and we've learned a little bit more.

At a time when each week ess a new TV station opening s doors, the "ghost" of radio, which has haunted the early ays of television, finally has iven signs of retiring, I am ils doors, the "ghost" of radio, which has haunted the early days of television, finally has given signs of retiring. I am hopeful that most of these new TV operations, which are mush-rooming throughout the country, are already quite aware that a policy of following the old established techniques of radio is not going to be enough in the approaching television era. Improved methods, all designed at getting more mileage out of production costs and greater impact for sponsors, must be uncovered, if local and network television is to improve its state of health.

At WOR-TV, we've unwrapped one idea which could very well be the formula for the future for a great number of stations. It is based on the idea that independent TV outlets can offer reasonably stiff competition to network stations in the same market, without sacrific-ing their reputation for strong local programming.

The function of "Double Expo-sure," as the plan is called, is to make substantial improvements in MOR-TV's program structure.
WOR-TV's program structure.
while at the same time making
sponsor investments more productive per dollar spent. It is accomplished by trading time on our station for programming which.

plished by trading time on our station for programming which, though it has proved its calibre through showings on the various television networks, still has a large viewing potential.

"Double Exposure," should prove a savior to a good number of sponsors because it attacks the advertiser's one big TV stumbling block—no matter how much money is expended on a program, it rarely gets more than one crack at its audiences, or single exposure for its commercial message.

Not Gone Tomorrow

Not. Gone Tomorrow

Our WOR-TV plan is designed to extract greater efficiency from the high-cost, one-run programs aired by network sponsors, by enabling many-of these advertisers to repeat-their filmed shows on WOR-TV on a no-time-charge basis. Thus, one step will be taken toward solving the "here-today, gone-tomorrow" dilemma facing sponsors; for the repetition of the same network program on WOR-TV on another night of the week will enable advertisers to reach a two or three times larger segment of the multi-million family audience which they have missed. The re-run performances will draw audience from regular viewers who happened to miss a particular telecast, viewers who watch competing shows, and those, who for a variety of reasons, are not available when these shows are aired.

aired.

The great advantage to the sponsor can be shown with a simple example: Let us assume that an advertiser airs a half-hour show which costs him \$6,000 for production and time on a network. Say he gets a 2000 rating, for a cost-per-rating point of \$300. By repeating the same show on WOR-TV, he could lower his cost figure to \$200 MUrray Hill 8-6600

No Sponsor Suicide

The current mania for discarding expensive productions after one showing seems to me a form of suicide on the part of the sponsor. Certainly a motion picture firm, which confined its films to a single showing, would never begin to realize a profit.

realize a profit.

Naturally, we are not singling out "Double Exposure" as the solution to all the manifold problems that now beset local television stations, and which will continue to confront the operators of newly-franchised outlets. Obviously, each city has its own set of problems to cope with, and what might apply for WOR-TV in a seven-station market should not necessarily prove the pattern for a Billings, Mont., operator.

Mont., operator.

However, present in the "Double Exposure" idea is the fundamental principle of "more miles to the gallon." It is this mileage factor, this elimination of waste, that will have to be given consideration as television emerges further and further from its swaddling clothes.

from its swaddling clothes.

And the mileage principle applies as well to personalities and techniques. TV talent which lends itself to merchandising, efficient camera and production techniques, unique and relatively inexpensive programming ideas like "Broadway TV Theatre"—all these elements, along with concepts embracing similar aims as "Double Exposure," will be significant ingredients in the formula for the future.

It's only a trivial hall, but there

It's only a crystal ball, but there some sure thing to be seen in it hope for the future.

Zenith's Plant Expansion

Chicago.

Wincharger Corp., subsidiary of Wincharger Corp., has announced plans for an enlarged manufacturing plant in Sioux City. New plant will employ 2.500, double the number currently employed, and will jump radio set manufacturing from the present 650,000 sets annually to over 1,000,000.

About 100,000 TV sets will be turned out yearly.



Fifth Year for ALKA-SELTZER ing with Curt Massey and 400 Mutual Stations Direction: MCA

You Think You Got TV Problems? By BOB CHANDLER

Lifting of the freeze on new television stations last year by the FCC has affected Madison Ave. in one way that was wholly unexpect ed and not entirely unappreciated The Street no longer has a corner on ulcers—they're a nationwide commodity now, and their not-so-proud new owners are the operators of the country's new television

While some sage might have said at the time of the lifting of the freeze, "Lo! and the voice of Berle shall be heard throughout the land," some of the operators are now ruefully amending that to read, ". . . and the voice of the stomach shall be heard throughout the land!"

For the lot of the pioneering sta-tion owners is not entirely a happy one, in spite of the glowing profit figures the FCC compiled a couple of months ago. Those figures figures the ECC compiled a couple of months ago. Those figures (showing that stations, in 1952 racked up a profit margin of about 35%, compared to the networks' 4% average) generally took into account stations which had already been on the air since before the freeze. Right now there aren't any profit-and-loss figures available on the post-freeze operations, but a tallysheet on some of their problems can be drawn, and everything ign't la the plus column." isn't la the plus column.

ist, in the pius column.

Generally speaking, the problems boil down to: (1) getting a permit, (2) getting on the air, (3) getting listeners and (4) getting business. Sounds simple, but it isn't. More than enough has been said about getting a permit—the maneuver-



JACKSON BECK Actor-Announcer-Narrator

Mustering Forces For The Creative Challenge

By CHARLES (Bud) BARRY

(V. P. in Charge of Programs, NBC)

At the end of August, NBC will hold its first Creative Program Conference. Sixty producers, writers, consultants, directors and executives from the finest programming staff (1 think) in radio and television will meet at White Sulphur Springs to confer for four solid days on the challenge of better programming.

Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, plans to be present and will make the closing address. Invitations have gone to the 60 participants. The number is limited by space available, and by the fact that the networks have to keep running. The forums will deal not only with the new problems presenting different types of programs, such as draina, variety and public affairs, but also with the basic questions confronting the electronic communications media.

For example, what should radio be doing to meet felevision competition, by capitalizing on programs which, it can do better than television? I do not buy the simple solution that radio should be just news and music. There is no simple answer. Consider merely one other kind of program in which radio excels, namely, drama of the imagination, in which the viewer supplies the sets, the costumes and, in fact, the whole imaginary world which the words, the music and the sound effects evoke.

Again, what is really telegenic? What are the capabilities of television as a medium which we have not vertexibored?

and the sound effects evoke.

Again, what is really telegenic? What are the capabilities of telegision as a medium which we have not yet explored?

Or, how can television and radio fulfill their responsibilities to the American people for enlightenment outside of those programs which are given over in toto to the communication of information?

Another question: What should the relative emphasis at NBC be—on writing, on fallent, on producing, on direction?

What are the new devices available to us which open our horizons for inventive production? How can costs be got down while audience appeal is increased?

What is color going to do to us immediately?

What is color going to do to us immediately?

Getting To Know You

Of course, we do not expect to get the final answers to any of these questions. We do expect to get the questions stated as clearly as we know how, so that out of the reflection of those present some answers will come later. We expect our people to get to know each other better, so that there can be more sharing of imagination, ability and aggressiveness on any given project. We expect to engage in the coldest self-criticism of which we are capable.

siveness on any given project. We expect to engage in the coldest self-criticism of which we are capable.

The accomplishments of radio and television in the U. S. are huge. They are bigger than the public often recognizes or the critics will grant. They are not greater, however, than the potential which lies before us. The purpose of this Creative Program Conference will not be to congratulate ourselves on what we have accomplished, but to confront the vast amount that still remains to be done.

A young NBC man named Tad Danielewski has just been given the WAAM-Ford Foundation-Johns Hopkins Fellowship for 1953-54 to work on a project concerning a new method of directing television programs. Tad is convinced that a simple, practical script vocabulary can be devised which will explain position and movement to all who participate in a television show thus eliminating a tremendous amount of time now wasted in the studio. If Tad is successful, directors will be able to spend more of their line on characterization and interpretation and far less on mechanical defails.

Another young NBC man, an engineer named Pat Murrin, thinks that we have not scratched the surface of what can be done with science programming. He wants to amplify the sound of earthquakes 50,000 times, so that they can be heard on the opposite side of the world, and not merely seen as a pen-picture on a scismograph. He wants to take television viewers on a trip to within 20 miles of the surface of the moon and show them the boulders at the bottom of the craters.

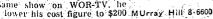
We intend to give people like Murrin and Danielewski every encouragement and we hope that their attitude will characterize the inventiveness of the NBC staff.

New trends in programming are beginning to emerge, and we believe that these can be Isolated and pursued to the betterment of our entire output. That is what we are going to try and accomplish at the first NBC Creative Program Conference.

ing in some markets would fill a book that would drop Machiavelli right out of the Modern Library list. Let's assume our candidate has gotten his permit minus the ulcers—so far.

Getting on the air is a problem. Take the case of a new Ulif station in the midwest, authorized in what up to now was a powerful single-station market. The operators had great plans. They diately set a primary affiliation with one of the four networks, effective in June. They set a big baseball deal (the market has two major league baseball clubs). What happened? The baseball team is still shaking its head in bewilderment. Seems the older station heard about the affiliation deal and cancelled all the net's programs. That was alright with the web, until it was informed by the station there'd he a slight delay in getting on the air—the antenna was blown down every time the station succeeded in putting it up, thus delaying things for a couple of months until it was put up so it stayed put. Sometimes, it's a delay in getting equipment, but more often it's a case of not being able to find experienced technical personnel. For four years, there was a limited field for cameramen and engineers, then suddenly, demand mushroomed, but naturally, not nearly enough. Many of the stations have been the learn advertising, bankrollers until it was a delay in getting equipment, but more often it's a case of not being able to find experienced technical personnel. For four years, there was a limited field for cameramen and engineers, then suddenly, demand mushroomed, but naturally, not nearly enough. Many of the stations have been defined in the station advertising, bankrollers the show, of the high cost of believision advertising, bankrollers attained the help of capting the help of certain in new sets with UHF tugers. There's also a sort of listener problem in reverse, which relates to the problem of getting business. Take the case of one. Texas station which we also have the problem of getting business. The problem is necessation on the air lail Novem.

alization that with the high cost of television advertising, bankrollers



'Hit the Road, Bud'

TV shows may take to the "road" in ever-increasing numbers with the advent of autumn. That such procedure pays off has always been

a belief of mine



As VARIETY pointed out recently, distributors, dealers and the sales forces of major corporations "are putting the heat on sponsors to travel the shows." That means, to get to consumers firsthand, as a result of which early sales increases may be expected in lagging

early sales increases may be expected in lagging areas.

According to VARIETY, Colgate, sponsoring the Sunday night, NBC-TV "Comedy Hour." was pressured by dealers to "hit the road." Dealers cited the example of moving the "Big Payoff" show from New York to Los Angeles. Following two road originations on the coast, the local share of audience increased greatly. Furthermore, it is reported that General Foods has, been urged by distributors and salesmen to have Bob Hope put on local originations next season. In view of the nehievements of the few shows and personalities that have gone on the road, that is readily understandable. Ed Sullivan, for example, has done a yeoman job for the sponsor of his "Toast of the Town," Lincoln-Mcreury dealers, by doing shows on a local level, identifying himself with sales' and distributors' meetings. And Robert Montgomery Presents has been cited as a major touring attraction in department stores for Johnson's Wax and Lucky Strikes. Even such an indirect purveyor to the general public as U. S. Steel found it beneficial to have out-of-town originations for "Theatre Guild on the 'Air," when or radio, and presumably will continue the practice with its new TV program, "U. S. Steel Theatre."

And, of course, no other radio or TV show has traveled so much

program, "U. S. Steel Theatre."

And, of course, no other radio or TV show has traveled so much and for so long a period as "The Original Amateur Hour." There is hardly any city of consequence in the U. S. which has not had an opportunity to join us locally in our program. I count that as one of our greatest assets, one which repays the sponsor promptly and handsomely. handsomely.

The "Original Amateur Hour" always has a waiting list of cities. Of course, lack of television facilities for originations and the cost involved present current problems which did not exist when radio was the sole medium. But those problems can be surmounted, as NBC and we proved recently in Kansas City.

Running a Temperature

Within two weeks we overcame obstacles which normally might have taken months to surmount. And a capacity crowd of more than 10,000 attended, braving 104-degree heat. This fact, plus the enthusiasm of the audience, surprised even the most optimistic. Letters continue to pour in to the sponsor, the network and to us.

No Kansas City audience ever previously had seen a network television broadcast. It proved to be a fascinating event, and one that will be talked about for a long time.

Receipts there, as in other benefit originations of the "Amajeur Hour," all went to a worthy cause—this time to the educational fund of the DeMolay Foundation, Inc.

Dealers look upon out-of-town originations as providing the kind

of the DeMolay Foundation, Inc.

Dealers look upon out-of-town originations as providing the kind of publicity that money cannot buy. Our show invariably hits the front pages, perhaps for several days hand-running. And it 15 news, with its many local aspirants participating, its turning of receipts over to a local cause. The leading citizens of the community sponsor our coming and we work with them for weeks to make the event a success. Thus, by the time the show arrives, it is considered an important community project; and the national sponsor, whose product we publicize each week, becomes identified as a benefactor. And the best of it is, that this truly is the case.

'We've Covered 'Em All'

Variety has repeatedly referred to cities that are eager for network radio and TV originations—Chicago, Boston, Houston, Minneapolis, Jacksonville, Cincinnati, Miami, Cleveland, Dallas. We've been to all of these, and many, many more, and will go again.

of these, and many, many more, and will go again.

We have promised Chicago to be there in the autumn. And Richmond, St. Louis, Bulfalo, San Antonio are on the list.

We'll take them in our stride, as we've always done. Through the years we've built up a staff trained for the difficult service involved—the complicated transportation, the auditions, the manifold public relations, and the many tedious details having to do with every phase of a local origination. These are time-consuming and rather costly, but we regret neither the time nor the expenditure. We believe that we gain as much as the sponsor and the network from the extra service given. We're not ashamed to say that we're merchandisers as well as entertainers. We may, in fact, be better entertainers because of that.



ROBERT CUMMINGS 'MY HERO' NBC-TV



BILL SILBERT Radio and Televisio Circle 6-5910

Values Keep Pace With **Rising Costs**

By WILLIAM H. HYLAN (V.P., Network Sales, CBS-TV)

The most popular topic of conversation this season in advertiseragency circles continues to be the rising costs of television. Proponents of either side are easily found. Discussion can be confined to the time it takes for a quick lunch or expanded far beyond an evening's cocktail session.

Nonetheless, it is a serious matter for anyone concerned with television. Since VARIETY presents this opportunity to be heard—without interruption—I'm taking advantage of the opportunity to air some views on television and CBS Tele-vision in particular.

Lot's start by clearing the air:
Television costs are going up.
That's only natural, since additional markets are constantly being opened. This means more viewers and, of course, higher rates.

ers and, of course, higher rates.

Many critics of the medium fail to recognize that, while the cost is going up, the ralue of television keeps rising at a much faster rate. However, to many advertisers with rigid ceilings on their advertising budgets, the increased cost seems insurmountable. To them, television's enhanced value is small consequence of their fotal of solation because their total of available dollars for use in the me-dium is limited. If one believes the cost is high.

even though the medium's value keeps getting better, here are a few questions to consider:

If the cost-per-thousand viewers continues favorable, shouldn't funds be withdrawn from other media to take advantage of the ef-fective medium of television?

Television has proved itself as a sales medium as well as an adver-tising medium. Therefore, shouldn't additional funds be taken from the sales budget for television purposes?

How should the effectiveness of sight-sound-and-motion be con-trasted with static sight or sound?

Watch That Circulation Grow

Answers to these queries are found in tangible results obtained from the proven effectiveness of what CBS Television is doing to keep overall costs in check and to make the medium more successful than ever in sales and advertising.

than ever in sales and advertising. Like the game of exaggeration in which a story grows and is distorted by player after player, the subject of increasing costs in television has lost much resemblance to truth. One would think that both production and station time cost increases have been made on some ridiculous whim of charging as much as the traffic will bear. Careful study of actual end-figures shows complete conformity with good business practices and constant efforts to make the advertiser's expenditures

make the advertiser's expenditures more and more efficient for him.

When allegations are made concerning the rapidity with which rates and program costs are going up, nothing is said about the fact

Future Radio Horizons

By JOHN J. KAROL

(V.P. in Charge of Sales, CBS Radio Network) Visibility has never been better; the horizons never more clearly

defined.

Radio has spent the last two years largely in the offices of media directors and research people. It has been appraised and reappraised, As a result of the findings, radio is now moving back into the front offices of the agencies and moving into the forefront of client thinking in the preparation of advertising budgets.

in the preparation of advertising budgets.

The appraisals showed that radio remains the medium that reaches the most people at the lowest cost. They showed that an advertiser can expect about one-third of his audience to come from radio stations in the 10 biggest television markets. They showed that this audience costs him less than even the low national cost-per-thousand. The investigations further developed the fact that the radio advertiser is getting a far bigger audience than can possibly be computed by the national rating service. For example, one research study in 16 big cities shows that out-of-home listening adds more than 18% to the in-home audience. Other research shows that this bonus audience amounts to as much as 31% of the daytime weekend audience. It has been noted too that radio set production is up a third this year over last year and that 100,000,000 sets have been produced since the end of the war.

All these facts show both the vitality of the medium and the publication.

All these facts show both the vitality of the medium and the public's use of the medium. Our billing department documents the advertiser's use of the medium.

use of the medium.

Last year, we had 28 more advertisers than we did in 1948, which was the year when radio was supposed to begin its great decline. This year, our sales are averaging 80° more than last year and the percentage has increased every month since February.

Certainly the horizons are clear and what we see on them is good. But there's more to it than figures and percent signs. There's a spirit of resurgence; a sense of acceptance. Network radio is, again, the wanted medium. And not just because of its cost economy and audience size and proven ability to move products at a profit. Radio is also the medium the advertiser cannot afford to be out of because his competitors are using it with such good results.

Radio has come of age. It has weathered a big emotional storm. It has learned that it must keep its facts up to date in relation to its expanding potential. It has proved to itself that it is deserving of advertiser confidence and it is confident it will continue to deserve the trust.

The horizon is clearly defined; the view is fine.

lation.

Radio established a ratio of rate increases based on each new unit of added cost being offset by two new units of circulation. This principle has been carried over into television—except that it has been modified for the advertiser's further advantage. Television's ratio between increased circulation and increased costs has been 2½ to 1. On the basis of time costs alone, the circulation cost for a half-hour evening time on the full network the circulation cost for a half-hour evening time on the full network of CBS Television has dropped almost 60% from January, 1949, to this year—a drop from \$3.3 per-thousand-homes to \$1.59 per-thousand-homes. sand-homes.

Another major element of cost Another major element of cost obviously is in the program itself. Wherever CBS Television has had an opportunity to control this cost factor, highly successful steps were taken to curb and hammer the cost of programs ctill leaves.

of programs still lower.
Conclusive proof of this is to be found in daytime and evening costs on CBS Television next fall compared with their actual costs in the preceding 1952-53 season.

Some people argue heedlessly that, even though the circulation cost of television is going down, the unit cost for the advertiser for reaching a potential buyer goes up because program costs are rising. The most convincing answer to such a charge is that the actual

that such increases are in keeping with, or even behind, a similar or greater rate of expansion in circulation.

Radio established a ratio of rate increases based on each new unit

CBS Television has never been

CBS Television has never been the protagonist of the big-budget extravaganza. It has been our constant endeavor to build programs, which have an opportunity for high ratings at reasonable cost and with good prospects of longevity. Events have amply justified our stand.

Last season, at about this time, the popular asking price for first-rate nightime half-hour programs was in the area of \$27,500 to more than \$30,000. Today, we have a portfolio of productions of at least equal quality with price tags on them ranging from \$20,000 to \$25,000.

the final analysis there is In the final analysis there is nothing quite so costly as ineffective advertising. Some advertisers have been so busy raising the issue of alleged increases in television costs that the rising costs in other media—at a much greater pace—have gone relatively unnoticed. Magazine and newspaper costs per-thousand-readers have gone up because higher operational costs have not been offset even by an equal rate of increase in circulation.

Television, on the other hand, certainly is headed in the right direction. At CBS Television, we are doing everything in our power to keep it that way.



ED HERLIHY

CBS-TV's Ambitious Educ'l 'Search' **Series Designed for Sponsor Lure**

television's most ambitious educational series—CBS-TV's projected 26 half hour telefilms, "The Search," presenting projects of U. S. universities-has been completed.

"The Language It is Unites," based on the U. of Michigan's Language Institute course which teaches foreign students from all over the world to speak

which teaches foreign students from all over the world to speak English in eight weeks.

With the series scheduled to debut in mid October, producer Roy Lockwood, who came from the March of Time, expects to have six programs, and three additional scripts, completed by the end of August. It takes eight weeks to put one of the programs together.

Two units—each made up of a cameraman, an assistant cameraman, an assistant cameraman, a unit manager, an assistant producer and a script girl—are currently on the road filming already-set projects. Unit managers are Norton Bloom and Sandy White. A third unit will start operations on the Coast in the fall. Four teams of writers, when the slory, like the directors are hired on a one-show basis, will be out visiting the campuses of the 26 participating universities when the schools recopen in September.

Idea of the scries, now considered the educational equivalent of NBC. TV's ambitious contemporary history series, "Victory at Sea," goj started last year when Sig Mickelson, CBS-TV news and shank unsubtle, simple, poignate. My philoson the Sandy Side shall be not visiting the deducation and education of sponsor identification of Minesota, for instance, the project will be not visiting the air will a sponsor, according to net officials. Sacench for truth, but also a search that leads us down strange new that leads us down strange new which and the project will be not visiting the air with a sponsor, according to net officials. Sacench for truth, but also a search that leads us down strange new which should be altered the educational equivalent of NBC. TV's ambitious contemporary history series, "Victory at Sea." So started last year when Sig Mickelson, CBS-TV news and chological hygiene lab's investigation of sponsor identifications of that future showing a distinct of Minesota, for instance, the project will be and to the content of Minesota, for instance the project will be content of Minesota, for instance the project will be an approved after the project will be an appr

public-affairs topper, wanted the net to do some tele work with a university. Lockwood was brought in to explore several schools. Afuniversity. Lockwood was prougn, in to explore several schools. After visiting Michigan, Minnesola, North Carolina, Iowa and Louisville universities, he found that each place had a story to tell. He proposed a series of 26 half-hour programs, at an estimated cost of \$500,000, which CBS board chairman William S. Paley immediately okayed to the surprise of some of his commercially minded subordinates.



Chi's Phi Beta Kappa Rush to AM-TV, Profs Ogle Fame & (Maybe) Fortune

Chicago, July 28.
Some of Chi's top educators have found that a Ph1 Beta Kappa key will open the door to fame, and in some cases, fortune, on local radio and TV outlets. Which most of the performing professors enter the media with only the most affusite motives, a few of them play for pay.

Notable among the latter is Dr. Bergen Evans, a faculty member of Northwestern U., who recently launched "Super Ghost," his second network show, in addition to another NBC-TV web, effort, "Down You Go," that also features, Dr. Robert Breen, a fellow N.U.ite as a panelist.

Another prominent member of

Dr. Robert Breen, a fellow N.U.ite as a panelist.

Another prominent member of the class of teachers on TV is Dr. Frances. Howich, conductor of NBC-TV's "Ding Dong School." Bopularity of this show, and its resulting financial windfall in salary, and from the sale of books and records based on the TV school for moppets, has caused Dr. Horwich to play hookey permanently from her Rooseyett College classroom, where she headed the education department.

Also set for TV exploitation is Dr. Irving Lee, a professor of semantics at N.U. Recently auditioned by NBC-TV. The panel show he emeees, "Sez You," hooms as a possibility for network display in the fall.

Radio Vets

On the other side of the fonce

Dr. Irving Lee, a professor of semantics at N.U. Recently auditioned by NBCTV, the panel show he emeces, Sec. You, 'homs Various, other school radio-TV as a possibility for network display in the fall.

On the other side of the fonce is a lengthy roster of shows featuring teachers who offer their talents free in the interests of public service in this category, two radio vets top the list. The oldest in point of service is U of Chilance they are casting longing eves cago.NBC's "University of Chilance in the direction of radio and TV,

cago Roundtable," now in its 22d year foo! that network. Another oldtimer, "The Northwestern University Reviewing Stand," has been aired continuously by Mutual for over 19 years.

Other Chi area colleges have long been in the radio, and now are joining the TV act, "Operations New Horizons" our WBBM-TV rotates weekly among Lake Forest College, U. of Illinois, Institute of Technology, Roosevelt Colege and Loyola U., and features faculty members from the various Institutions infrom the various institutions in-

and features facility members from the various lustifutions. In-volved.

Northwestern U., leader in exponsive means of building goodpublic relations, is further represented at NBC with Dr. Martin-Maloney, enceeting "The Meaning of America" series, and Dr. Richard A, Waterman's "From Tom Tom To Didgeriddo," on WMAQ, and Dr. Charles Hunter as moderator of "Live & Learn" on WMQ, and Dr. Charles Hunter as moderator of "Live & Learn" on WMQ, and Dr. Charles Hunter as moderator of "Live & Learn" on WMQ, and Dr. Charles Hunter as moderator of "Live & Learn" on WMQ, and Dr. Charles Hunter as moderator of "Live & Learn" on WMQ, and Dr. Charles Hunter as moderator of "Live & Learn" on WMQ. Local Indie, WIND programs the weekly, "Forum of the Air," with N.U.'s Donniey Fedderson at the Melin Even the medical school is represented with Dr. Theodore R. Van Dellen's "Your Health," a weekly public service offering by

Survey of Humor

the Kleenek"; and Florence Rome said; "Momma it isn't Kleenek, it's Kleenex." And her mother said, "Sweetheart, I only want one."

ALLEN: Well, Sid, I think Arthur was born about 8 centuries too late; he could have been a wonderful tale.

SJ: I don't think Arthur would have been happy 800

ALLEN: Why not?

Toga for Moola

SJ: Wearing a toga; he wouldn't have had any place to

SJ: Wearing a toga; he wouldn't have had any place to carry his royalties.

ALLEN: He could wear a toga after he pays his taxes; anything Arthur has left he could carry in one hand.

SJ: The only depressing note I can't figure out is where the performers of tomorrow are coming from.

ALLEN: They will come from the future, the way they have come from the past, Sid. If you want to see a young man who has been perfecting his artistry in recent years, meet the world's foremost authority. Professor Irwin Corey.

man who has been perfecting his artistry in tecent years, meet the world's foremost authority. Professor Irwin Corey.

COREY: Early this evening I was approached by some dignitaries from the Theatre Guild. The Theatre Guildians, and they have asked me what Julius—William Shakespeare—had in mind when he wrote the Theatre Guild production of the play "Othello."

Well. fortunately, I have studied at Oxford University, have done my research at the British Museum and have matriculated at Brooklyn College, and I have dug deep into the Shakespearean drama of the Elizabethan period during the Shakespearean drama of the Elizabethan period during the Shakespearean drama of the High each of his plays consisted of five acts and each act was considered an entity by itself and could have been given alone and away from each. But how did Julius—how did William—keep all these entities together to make a complete ent? Well, in the play "Othello," which we know as "Hamilet," he employs a supernatural phenomenon which up until then was heretofore unknown even then.

Now, you will notice in the unex gated version of "Hamlet," he brings forth a ghost in the first act. Now, you will notice that the first and second acts are repetitious of each other. In other words, redundant.

Well, the curtain opens on the first act. We find Hamlet thinking in his parlor. First act, first parlor, thinking! Hamlet is going to devise a scheme whereby he can trap his uncle into the confession of the crime, this dastardly deed, this monstrous. In the first act, Hamlet soloquies, first to himself, after he knows what he is going to say, he talks out loud. Third act.

Double-Talk Hamlet

Double-Talk Hamlet

What a rogue in peasant's clothes am I is it not monstrous that this player here, but in a fix, in a dream of passion could force his soul so to his own conceit, but from her working all his visits won tears in his eyes, a broken voice and his whole function soothing with foams to his own conceit and all for nothing. Fool beck double talko. What would he do had he the moods of passion that I have? How are things in Chelsea? Oh, horrible, those men don't die. Richard loves Richard that is I am I is I may so I is the property which is poignant. Shoot a point, point

blank, unsubtle, simple, poignant. My philosophy is you can get more with a kind word and a gun than with just a kind word."

This was my answer to the Theatre Guild

a kind word."

This was my answer to the Theatre Guild.

ALLEN: Well, Sid, exhibit, Irwin Corey should convince you that in spite of the machine age and the many hazards that confront him, the comic performer will survive.

SJ: And I still think that the comic performer is facing and waging a fuffle struggle.

ALLEN: Not futile, Sid; don't you think the people appreciate the comic performer?

SJ: I'm sorry to say, Fred, the world may laugh, but I do believe it has a contempt for the man who amuses it; the comic performer is frequently dismissed as a jackanapes and panlaloon and a none-tity.

ALLEN: He is not respected by the world?

SJ: No, Fred; to be respected you have to be solemn, a stuffed shirt. Most of the great monuments on earth have been erected to stuffed shirts.

ALLEN: On this futile note, ladies and gentlemen, Mr. Perelman and I take leave of the comic performer; the meeting is adjourned. Thank you very much.

Vidpix Issues

involved. Some like playing to an audience, some don't. The use of the Margie Method or the Joan Method involves an additional process... putting in the laughs, or, more politely, the "audience reaction." Two choices are open. The laughs can be dubbed in, using chuckle tracks, jock tracks or boff tracks in various combinations. Or the picture can be shown to an audience and their laughs recorded and used as the audience reaction track. This is the way it is done with the Joan Davis show, and it is the more satisfactory way to do it because you have spontaneous, natural reactions and you are able to control the laugh track independently, so as not to lose any of the dialog.

Why do there have to be laughs? Well: that is a highly controversial subject. Let's skip it.

By WHALAY F. BROIDY (Pros., Wm. F. Broidy Productions)

Basic protection for both parties is perhaps the foremost requirement in any business transaction. But ones that protection has been established, a business arrangement immediately must assume the visage of a joint ones ture, or its chances of success are virtually nil.

If a pact between two parties is not primarily a pact of confidence it is no pact at all. Once the basic agreement has been set forth in writing, for the mutual advantage of everyone roncerned, it should be locked in a deak drawer—and from that point on, the relationship should be a strictly personal one of give and take, according to the exigencies and development of the business at hand.

The foregoing is true for any business deal, but it is especially true in the case of television film, production, where a producer makes a contract with an advertising agency, a sponser or a television station, and where the entire matter of launching a television series or film production is dependent entirely upon the personal equation. Production of-entertainment is a personal business, composed of personal elements. It never can be entirely free from these personal influences, simply because it is a compination-of-personalities, whose final-objective is the entertainment of millions of other persons.

The producer certainly must recognize that the agency and its sponsor, as well as those television stations with

which he is doing business, face countless problems, to which he personally never is exposed; problems Involving local needs and local developments which seldom, if ever, can be anticipated to any accurate degree: Similarly agencies and sponsors also must recognize that a producer faces problems with which they are completely unfamiliar and to which they are never likely to be exposed. Recognition of this fact by both parties constitutes insurance that the final results will meet with every success possible.

A sponsor's ability to handle a program is a fluctuating one. At the time of the initial conversations, the producer and agency or sponsor, must be prepared to conform with each other's later needs, needs dictated by elecuments. stances and developments.

Don't Compromise on Quality

The basic premise upon which any series must be founded, if it is to serve its purpose, is one of a hopeful, long life. Without this, the producer is insecure, and thus is tempted to make his product as cheaply as possible, at the expense of quality. The sponsor and/or agency, similarly calmot proceed with confidence to invest hundreds of thousands of dollars to launch the new series if it does not believe, at the outset, that the series will pay off at point-of-purchase in product sales.

Security is the one fundamental finter uses which the

pay off at inint-of-purchase in product sales.

Security is the one fundamental factor upon which the agreement is based. Despite the fact that the very nature of our business-precludes any certainty of long life and security, if there is complete confidence between the participants at the outset, each will work with the other te minimize the chances of a short-fived series.

There is always the great possibility that the planned series, once completed, will not achieve production, or sales results desired. But it is also equally true that no one ever starts out to do anything but his level best to assure best possible results, by froning out in advance every possible objection or possible failing, and by injecting into it every possible element of mass entertainment appeal.

appeal.

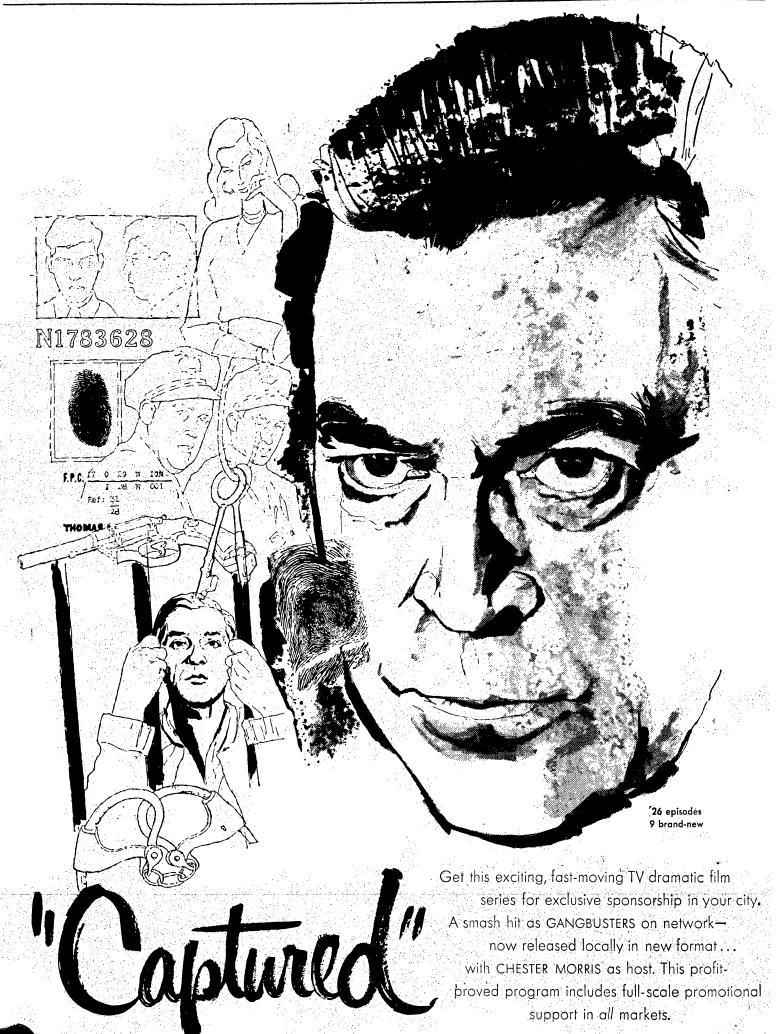
Uppermost in the sponsor's or agency's mind, naturally, is the payoff phase of the program, i.e., the direct merchandising returns to the sponsor in terms of sales. And this, too, must be thoroughly integrated into any television series to guarantee that entertainment and comperent returns will be concomitant. Further, in the advance pluming stage, every consideration must be given to possible integration of the sponsor's product in the show concerns the anticipated product to be represented.

concerns the anticipated product to be represented;
There is still another facel which, to a large extent, must dietals the overall production of the series. Public relations wise, the original program premise must be sound for the sponsor; it must possess the ability to engender goodwill on the part of the national audience; toward the company and its product. Lacking this quality, the finit success of a program cannot possibly be achieved, and cannot result in anything but complete disaster to all concerned. Essentially, of course, this is the responsibility of the agency and the sponsor, but because he is so fourly mentally a part of the project, it must be shoulffurd as well by the producer. He must be shoulffurd from a production standpoint, the stones of in good tasts, and of high calibre, both in story structure and technical quality.

The confidence one places in the other, the open spirit

nical quality.

The confidence one places in the other, the open spirit of cooperation in a given, planned project, and the ability to give and take ideas and constructive criticism are the three cardinal requirements toward the achievement of success. Given these, together with the all-essential understanding of human nature and human foibles, we can count on being half way, at least, toward the hoped for goal—and the contract can gather dust unto itself in some desk drawer.



Call, write or wire

FILM DIVISION

OF THE PROPERTY OF THE PROPERTY



Latch on to this one fast!

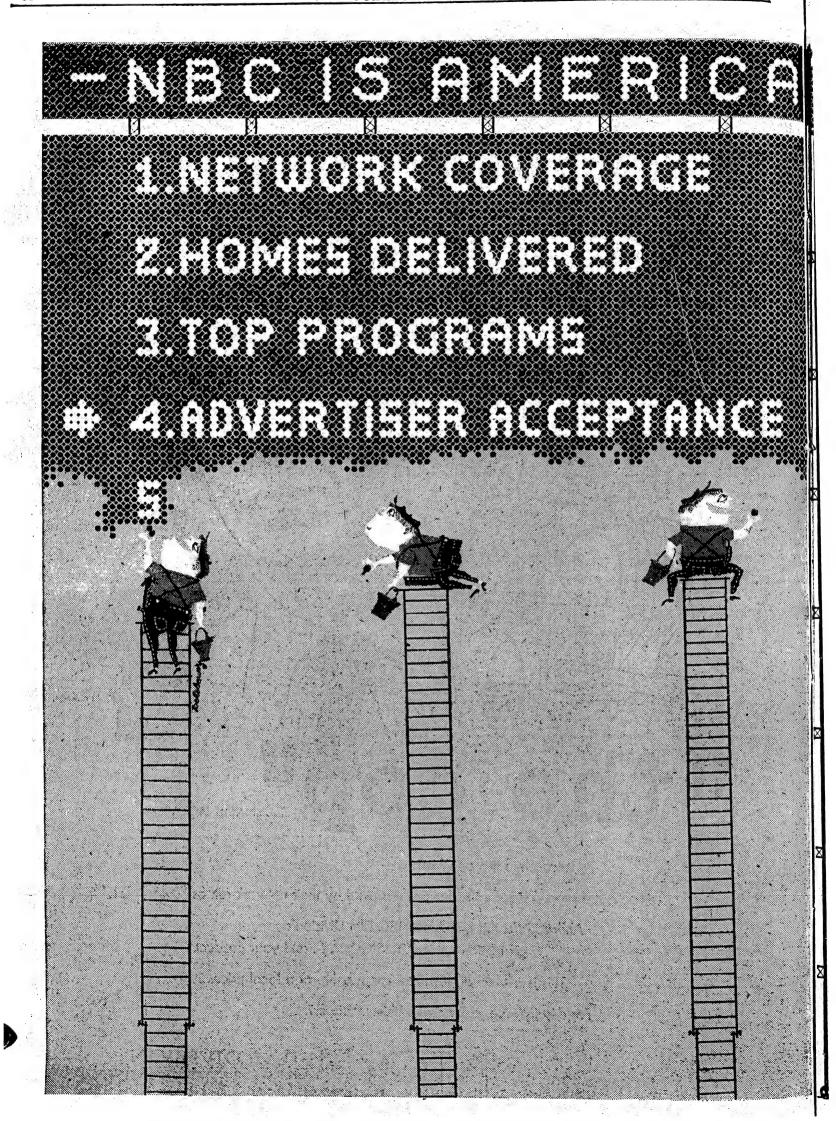
You get 48 top-drawer episodes profit-proved by their network run as "DRAGNET."

And you get the punch of NBC Film Division's promotion behind "THE COP". and your product.

This is a "natural" for local sponsorship at a local price.

For details write, call or wire us immediately.









More advertisers use NBC than any other network

A television network's severest critic is the advertiser. His opinion is very simply expressed by his presence or his absence.

NBC is the advertiser's favorite night and day. Here's how the nation's 178 network advertisers show their preference:

		NBC	NETWORK # 2	NETWORK #3	NETWORK #4
NO. DAYTIME ADV	ERTISERS	58	38	12	
NO. NIGHTTIME AL		48	43	22	18
				32	

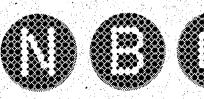
Of NBC's 96 advertisers, two-thirds use NBC exclusively.

Moreover, of the 30 new advertisers who entered television the first four months of 1953, 17 chose NBC—more new advertisers than used all other networks combined.

Such a vote of confidence by the nation's television network advertisers is another reason why NBC is America's No. 1 Network.

Next week ... further proof.

NBC's Audience Advantage is to Your Advantage ... Use It.

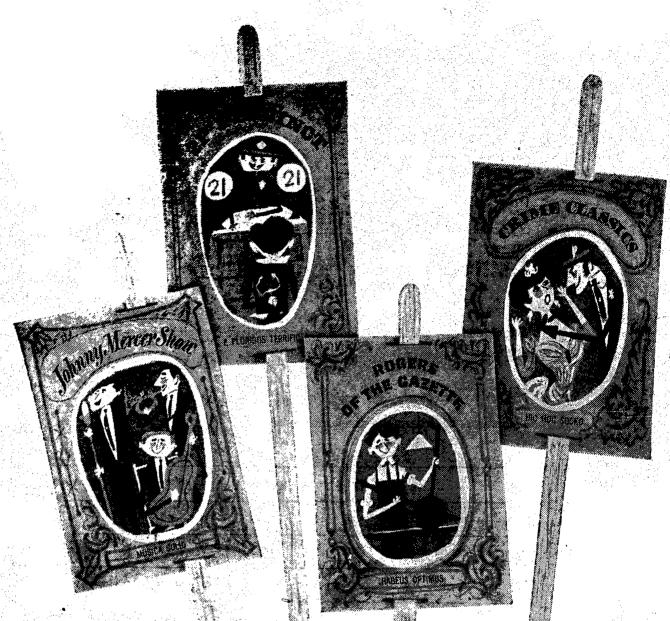


TELEVISION

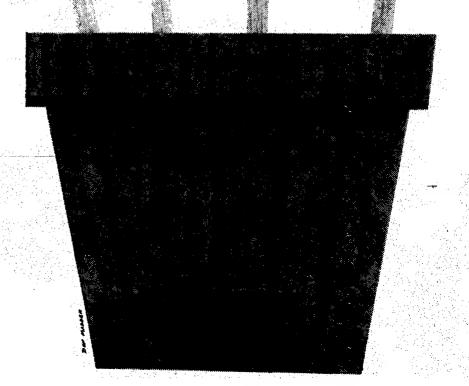
a service of Radio Corporation of America

SOURCES: P. I. B. January-April, 1953

*Totals reflect the use of both daytime and nighttime by some advertisers



It takes an old hand to have a



In radio programming, an old hand we are. For CBS Radio programs have won what almost amounts to permanent possession of Nielsen's top places.

And a green thumb we've got too. For many of the Top Ten winners have started their climb in a CBS Radio Studio. Like Arthur Godfrey Time. Talent Scouts. Our Miss Brooks. Suspense Yours Truly, Johnny Dollar.

Now, CBS Radio has developed some of the most promising new properties in years. And we've planted them in our schedule this summer, so that by fall, you'll have gathered a big loyal bunch of followers. Pick the variety that goes with your budget:

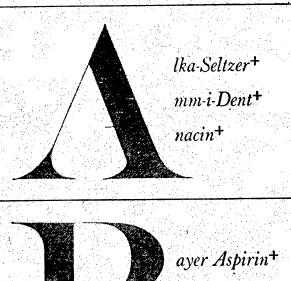
THE JOHNNY MERCER SHOW (Monday through Friday evenings, 7:15 to 7:45) Interviews, stories and music by a personality who knows—and has written—more songs than almost anybody around.

21st PRECINCT (Tuesday evenings, 9:30 to 10)
The daily drama—based on actual events—that unfolds before a precinct captain in a typical New York City station-house.

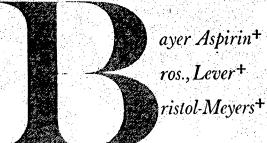
ROGERS OF THE GAZETTE (Wednesday evenings, 9:30 to 10) Will Rogers, Jr., leading the amusing and rewarding life of anyone who edits a small-town weekly

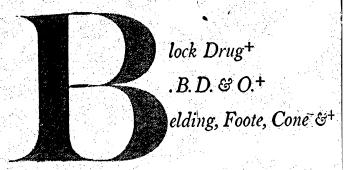


THE CBS RADIO NETWORK

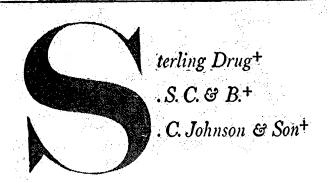










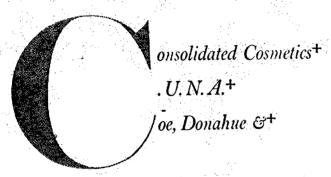


*all these clients and all these agencies (plus many, many more: more, in fact, than any summer-fall to date) are now using



eedham, Louis & Brorby+ aumkeag Cotton+ ewell, Lennen &+

ates, Ted & Co.+ romo-Seltzer+ urnett, Leo Co.+ .









DOROTHY KILGALLEN and DICK KOLLMAR
"WHAT'S MY LINE?"
"BREAKFAST WITH DOROTHY AND DICK"

Mary Margaret McBride

ABC-COAST TO COAST



Exclusive Management:
ESTELLA
H.
KARN

49 West 45th Street New York City

"MAMA"



THIS is the beloved Hansen family seen each Friday night at 8:00 on CBS TV: Peggy Wood (Mama); Judson Laire (Papa); Rosemary Rice (Katrin); Dick Van Patten (Nels); Robin Morgan (Dagmar); Ruth Gates (Aunt Jenny). Carol Irwin producer; Ralph Nelson director.



(hold this up and you'll see the light)

You can make the sale . . . or you can draw a blank.

It all depends on how the message is presented.

And it's creative ability that makes the difference every time.

McCANN-ERICKSON, Inc.

New York, Hollywood, Boston, Cleveland, Cincinnati, Detroit, Chicago, San Francisco, Toronto, Canada, Los Angeles, Portland, Ore., Buenos Aires, Rio de Janeiro, São Paulo, Montevideo, Santiago de Chile, Lima, Bogota, Caracas, San Juan, P. R., Havana, Mexico City, London, Paris, Frankfurt a/M, Hamburg, Cologne, Germany, Brussels.



It pays to look at a problem from many angles.

We suggest you view this one from the previous page,

McCANN-ERICKSON, Inc.

GOODSON-TODMAN PRODUCTIONS

Creative Programming for Radio, Television and TV Film-

41 East 57th Street New York 22, N. Y.

MARK GOODSON

BILL TODMAN



Exclusive Management MARTIN GOODMAN 65 West 54th Street New York City

ARLENE FRANCIS



E COOL

THE PERRY COMO SHOW

TV'S TOP TUNES

Starring HELEN O'CONNELL, BOB EBERLY and THE RAY ANTHONY BAND

Exclusive Management
GENERAL ARTISTS CORP.



CARL REINER

BACK ON "YOUR SHOW OF SHOWS"

4th Season

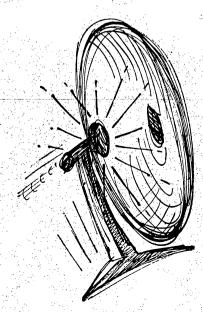


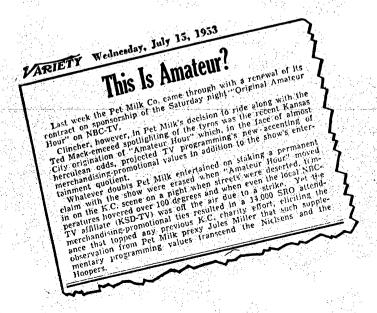
Renewed on

NBC-TV
8:30 PM-EST Saturdays
by PET MILK
through the GARDNER AGENCY

COMACH and the

ORIGINAL AMATEUR HOUR





O.A.H. is available for RADIO with ORIGINATIONS



July 24th, 1953

Mr. Ed Sullivan "Toast of The Town" Columbia Broadcasting System 485 Madison Avenue New York City

My dear Ed:

It was a happy event for me to be with your "Toast of The Town" again on Sunday, July 19th, but I missed your "smiling" face around the studio. Hope you enjoyed your vacation.

This note to tell you that I am on my way to Las Vegas and will open at the Desert Inn August 4th for four weeks. From there I go to the Riverside in Reno, opening September 3rd for two weeks, and then follow through with more dates. I'll keep in touch with you, Ed, and will advise you upon my return to New York.

Will you please be good enough to thank Marlo Lewis, Ray Bloch and your entire capable staff for their fine cooperation. It was a joy working with them all.

With warm regards to you and Sylvia in which Adah joins me, I am, as ever,

Ted Lewis

STEVE ALLEN

JOHN REED KING "GIVE AND TAKE"

Saturdays 11:30-12 A.M.

CBS Coast to Coast



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- 1. Song from Moulin Rouge
- 2. April in Portugal
- 3. I'm Walking Behind You
- 4. No Other Love
- 5. Ruby
- 6. I Believe
- 7. Vaya Con Dios

Look for this listing every week. We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network

New Guests and Old Records

by an

Old Singer

JOHNNY MERCER

Mon.-Thru-Friday On The CBS Network

DOUGLAS EDWARDS



James C. Petrille

President

AMERICAN FEDERATION OF MUSICIANS



ZIV TRANSCRIPTIONS

DECGA RECORDS

C.B.S. SUNDAY NITES
FOR LUCKY STRIKE

MUSIC CORPORATION OF AMERICA

Publicity — DAVID O. ALBER ASSOCIATES: Gene Shefrin

Ninth Year as Radio and Television's Leading Quiz Show

BREAK THE BANK

with BERT PARKS and BUD COLLYER

NBC TV NETWORK

Television's Most Exciting
New Panel Show

MASQUERADE PARTY

with DOUGLAS EDWARDS, Moderator
and
PETER DONALD, ILKA CHASE,
OGDEN NASH, BUFF COBB
CBS TV NETWORK

Eighth Year as a Top Daytime Radio Serial

HILLTOP HOUSE

Starring JAN MINER

CBS RADIO NETWORK

WOLF ASSOCIATES, INC.

Brand New and Ready for the Fall

TV'S MOST EXCITING NEW AUDIENCE GAME

PENNY ANTE

WOLF PRODUCTIONS

420 Madison Ave., New York City

BOB HOPE



LOUELLA O. PARSONS

CBS RADIO NETWORK

SPONSORED BY
LUSTRE CREME SHAMPOO

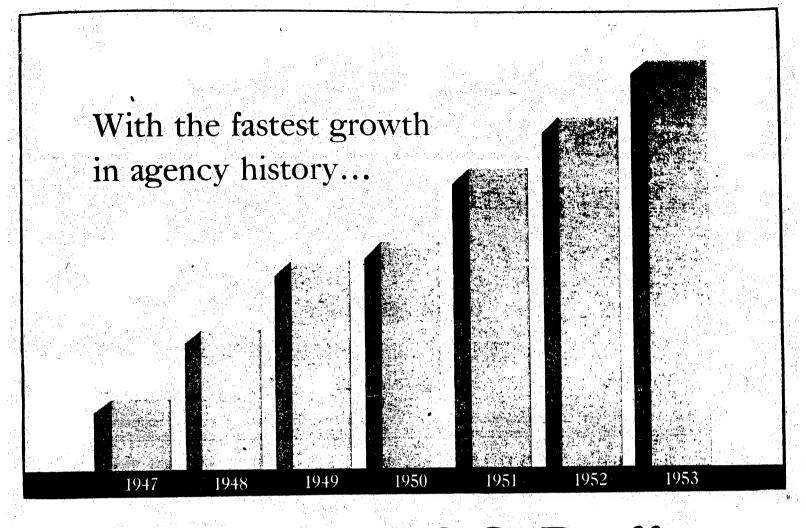
CLIFTON FADIMAN

"THIS IS SHOW BUSINESS"

5th Season

CBS-TV





What does SSC&B offer advertisers today?

WE'VE BEEN TOLD that ours has been the fastest growth in agency history ... from 31/2 million dollars the first year to over 20 million dollars this year.

This, we feel, would be of little interest to you if it weren't for this one fact:

More than half of our record growth has come from old clients ... from increased appropriations based on increased sales.

It is certain, of course, that advertising alone was not responsible for such a record. We have been blessed with products of outstanding merit, made and sold by aggressive, intelligent manufacturers. It is equally certain however, that without the proper kind of advertising a record like this would have been highly unlikely.

We'd like to talk to any advertiser whose products do not conflict with those we are now handling-in a straight-forward, downto-earth manner. For we are not a group of high-pressure "new business men" with a pat "new business" program. In fact, this is the first advertisement we have ever written about ourselves.

All we'd like to do, is to discuss with you how we have tackled the problems of our present clients and to describe the methods we use to get such outstanding results.

If you'd like to hear how we would approach your advertising and sales problems, please write or telephone us.

Sullivan, Stauffer, Colwell & Bayles, Inc. Advertising

437 FIFTH AVENUE, NEW YORK 16

AMERICAN CIGARETTE AND CIGAR CO. TINC. Pall Mall Famous Cigarettes . La Corona Cigars Antonio y Cleopatra Cigars

AMERICAN PETROLEUM INSTITUTE

Oil Industry Information Committee CARTER PRODUCTS, INC. Arrid Rise Shave Cream

Mrs. Filbert's Margarine and Mayonnaise

The Samuel of the same

CLIENTS OF SSC&B, INC.

LEVER BROTHERS CO. Silver Dust . Lifebuoy Soap NONZEMA CHEMICAL COMPANY

Noxzema Skin Cream

RUBSAM & HORRMANN BREWING CO.

SIMONIZ CO. Simoniz Paste for Cary . Bodysheen Simoniz Liquid Kleener.

SMITH BROTHERS, INC.

Smith Brothers Cough Drops . Smith Brothers Cough Syrup

Speidel Watchbands SPEIDEL CORPORATION

WHITEHALL PHARMACAL COMPANY BiSoDoL Mints & Powder

JOAN EDWARDS C. B. S.

MON. THRU FRI.-9:30 TO 10 P.M.

JACK MILLER

and His Orchestra

THE KATE SMITH HOUR

Monday thru Friday NBC-TV

LAWRENCE and LEE



WALTER N. GREAZA

"TREASURY MEN IN ACTION"

ROBERT MERRILL

RCA VICTOR

-Management,-M.-Gale

RALPH EDWARDS

"Truth or Consequences"

NBC - Radio

for

Pet Milk

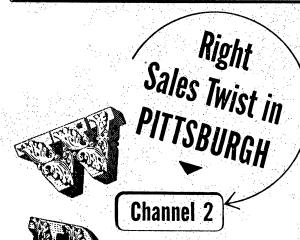
"This Is Your Life" NBC – TV ^{for} Hazel Bishop – No Smear Lipstick

DANNY THOMAS

ABC-TV

MIKE and BUFF









Every day, every night, in more than 600,000 Pittsburgh District homes your customers are tuning to Channel 2— Du Mont's WDTV!

Why is Pittsburgh's first television station so popular? Because WDTV programs are geared to Pittsburgh people, Pittsburgh habits, Pittsburgh tastes. And why is WDTV the choice of local and national advertisers? Because Pittsburgh buys, when you tell them and sell them on Channel 2.

So, to capture the nation's sixth largest metropolitan market, with a retail buying power of 61/4 million people, place your sales message where Pittsburgh sees and hears it! Use WDTV—Channel 2—first and salesmost in Pittsburgh!

Pittsburgh's *Qirst* Television Station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC., HAROLD C. LUND, General Manager



growing growing

CBS . ABC . DuMont Lancaster, Pa.

market prosperity . . loyal viewing audience. Write for information -

EEKER



WORLD'S FIRST 3-D TELEVISION
Video Scope one minute spot film on ABC
(Channel 7) July 23rd, 1953
CRANDALL ENTERPRISES
OLD GREENWICH, CONN. Vide

VideoScopi×

GET YOUR STATION STARTED OR KEEP IT RUNNING

WITH A LIBRARY OF 900 FILMS FOR TELEVISION

WESTERNS CHILDREN'S SHOWS GRANTLAND RICE

FEATURES

SPORTLITES

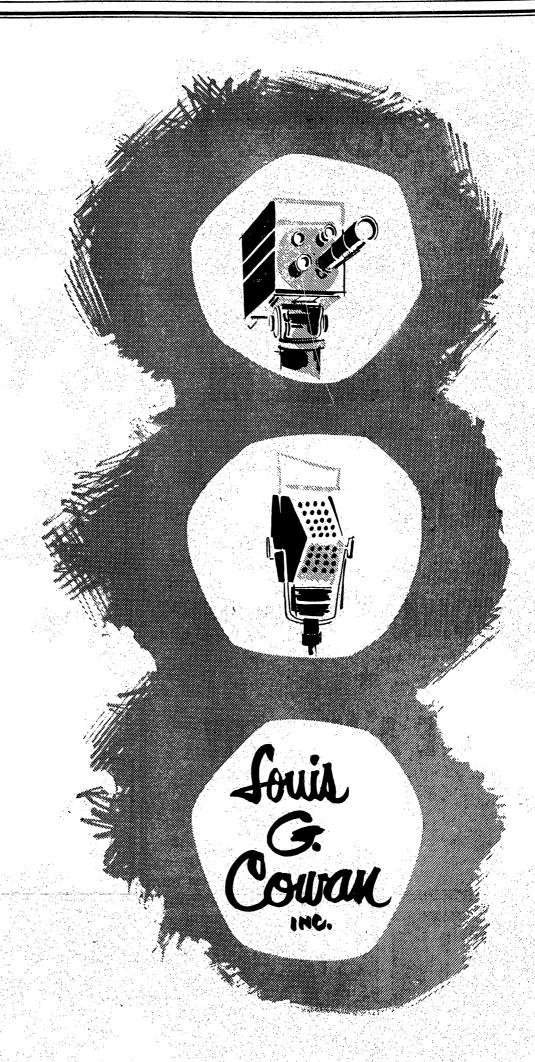
HALF HOUR SHOWS TV-ETTES LIBRARY OF MUSICALS & COMEDY

LOW COST

plan . . .

CORPORATION New York 36, N. Y

MURRAY HILL 7-5535



New York 575 Madison Arenne, New York 22, N. Y. — PLaza 9-3700 Chicago 8 S. Michigan Avenue, Chicago 3, Ill. — RAndolph 6-2022

JOE E. BROWN

FAMILY SKELETON

ONE MAN'S FAMILY

THE WOMAN IN MY HOUSE

I LOVE A MYSTERY

CARLTON E. MORSE PRODUCTIONS HOLLYWOOD . NEW YORK Larry Schwab, Jr.

Producer-Director

EARL SHELDON

"Club Embassy" NBC-TV

11 West 42nd Street **NEW YORK CITY**

Proudly Announces ...

... its 1953 offering of

BRAND NEW FEATURE FILMS FOR TELEVISION!

1952 AND 1953 PRODUCTIONS-AND MORE TO COME!

Package of 13 Brand New Feature Mysteries expertly edited to 55 minutes each!

AMERICAN - BRITISH T.V. MOVIES, INC. JUdson 6-7198-9

200 West 57th St., New York 19, N. Y.

NATHAN KRAMER - MICHAEL HYAMS

Brochures of 40 features and 13 mysteries mailed on request

ROBERT MONTGOMERY

Present

"YOUR LUCKY STRIKE THEATRE"

"THE JOHNSON'S WAY PROCESA"

PROVEN SUCCESSES!

"I AM THE LAW"

Starring

GEORGE RAFT

A
COSMAN PRODUCTION

"THE ABBOTT

COSTELLO SHOW"

Starring

BUD Abbott and

COSTELLO

TCA PRODUCTION

SYNDICATED HALF-HOUR TV FILMS

Released Through MCA-TV, Ltd.

DONALD 0'CONNOR

NBC-TV
Colgate Comedy Hour



LOOKING INTO THE FUTURE OF RADIO AND TELEVISION



Johnny and Lena Olsen

Circle 7-7517



JOHN GART

COMPOSER ● CONDUCTOR ●



SID CAESAR — IMOGENE COCA — MAX LIEBMAN

"YOUR SHOW OF SHOWS"

NBC-TV

5th Season Commencing September



TOD RUSSELL

Rootie Kazootie ABC-TV

Wheel of Fortune CBS-TV

Direction:

WILLIAM MORRIS AGENCY

GREY LOCKWOOD

DIRECTOR

BOB AND RAY

Mon.: 7 30 - 7:45 P.M. - NBC-TV

MY SON JEEP

Sat.: 7.30 - 8 P.M. - NBC-TV

WONDERFUL JOHN ACTON

7 - 7.30 P.M. - N8C-TV



THE MOST **OUTSTANDING** SUCCESS STORY ON TV TODAY

UNBELIEV ABLE?

This remarkable performer has a proven record of delivering direct, tangible re-sults to a degree never before thought possible. The LIBERACE show is presently sponsored in over 70 markets and everywhere results are truly phenomenal.

\$7,000,000.00 IN NEW BUSINESS FOR ONE SPONSOR IN ONLY 13 WEEKS!

\$1.035,000.00 IN NEW BUSINESS FOR ONE SPONSOR IN ONLY 7 WEEKS!

\$15,000.00 IN BUSINESS FOR ONE SPONSOR AFTER ONLY 1 DAY!

... and so it goes! In city after city, reports come from sponsors that stagger the imagination.

Other GUILD Products

JOE PALOOKA

39 dramatic half-hours featur-ing Joe Kirkwood, Jr., and Cathy Downs.

LIFE WITH ELIZABETH

39 halfthour family situations featuring TV Award Winner Betty White.

SECRET CHAPTER

52 dramatic quarter hour presentations.

SPORTS LIBRARY

400 films of sports personalities in action.

INVITATION PLAYHOUSE

26 quartés hour dramatic pres-entations.

FEATURE FILMS

36 late réleases in full length or hour long versions.

NEW YORK 22, N. Y. Murray Hill 8-5365

HOLLYWOOD • PORTLAND
KANSAS CITY • CHICAGO TOPONTO

TELEVISION PLAYHOUSE

Sunday, NBC-TV

FRED COE Producer

GORDON DUFF Associate Producer

DELBERT MANN Director

VINCENT J. DONEHUE Director

I WOW wor



THE BLUE RIBBON ALREADY - AND JUST A YEAR OLD!

The Bast News Reporting of any non-network radio

That's the inscription on the trophy Just awarded KBIO, the Catalina Station. by The Radio and Television News Club of Southern California,

A long list of KBIG news sponsors varify this Judgment with pen on contract.

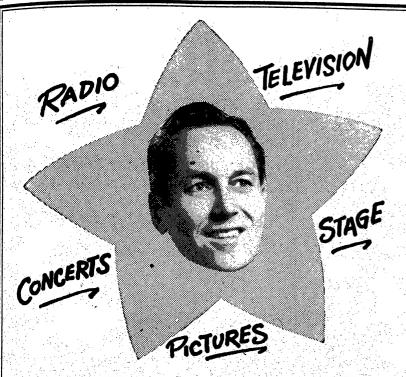
You can inin them with your own newscast every day of the mouth two only \$25 a day . . . twice daily for \$36.

10,000 WATTS AT 740



John Poole Broadcasting Co. <u> KBIG - KBIF - KPIK</u>

5149 Sunset Blad., Hollywood 28, Calif. Hollywood 3-1295 Nat Rea., Robert Mecker Associates, Inc.



LANNY ROSS

RETURNS to RADIO for ARTCARVED WEDDING RINGS
SUNDAYS, 1:15 P.M., EST, Over MUTUAL, Beginning SEPT. 27
SPONSORED by J. R. WOOD & SONS

FOR NIGHT CLUBS-RADIO-TY
GENERAL ARTISTS CORP.





BOOKINGS:

SUMMER SEASON 1953

and Thanks, Too, to

Toledo's Sesquicentennial
Sarasota Music Festival
Blatz Stadium, Milwaukee Symphony
Denver Symphony, Red Rock, Colorado
Buffalo Symphony, Buffalo, New York
Steel Pier, Atlantic City, N. J.



BOOKED for CONCERTS UP to APRIL 1954

FOR CONCERTS
NATIONAL CONCERTS and ARTISTS ASSOCIATION

Kagran Corp. and Kagran Films

in association with

Martin Stone

Television
Howdy Doody—NBC
Gabby Hayes—NBC
Author Meets the Critics—DuMont

Radio
Howdy Doody—NBC





Film
Howdy Doody
Iron Mike—(Full length feature)
La Hora De Jaudi Dudi (Mexico-Cuba)
Johnny Jupiter (TV's newest hit)

4 West 58th Street New York, N. Y. MU. 8-0585

OUR SINCERE THANKS

Douald Hairs Droily martiews Daniel Petric

VARIETY July 1, 1953

REVLON MIRROR THEATRE
(The Little Wife)

Producers: Donald Davis, Dorothy Mathews

Director: Daniel Petrie 30 Mins.; Tues., 8 p.m. REVLON PRODUCTS CORP. NBC-TV, from N.Y.

If the plays following "The Little Wife," which was the premiere offering of "The Revion Mirror Theatre" last Tuesday (23), siach up as expertly as the first—and with the all-around sureness of touch, there should be little question of it—this new half-hour series is a major entry in the tele-dramatic field.

Director Petrie skillfully kept the play moving with smooth transitions of action and time from the train of the present to the home of the past. Cuts were handled smoothly, as were the cameras, which Petrie wisely kept intimately tight on his players.

Donald Davis and Dorothy Mathews, who have produced "Prudential Family Playhouse" and "Studio One," among other series, are the producers of "Mirror Theatre." Series, an MCA package, deserves to be around much longer than the summer it's signed for.

Horn.

Revion Mirror Theatre



BLOOMINGTON

Serving a 2 BILLION \$ MARKET

34% of the PEOPLE

34% of the FAMILIES

accounting for

35% of the SALES in ALL INDIANA

WTTV — affiliated with all nets — maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE

Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

Represented Nationally by

ROBERT MEEKER ASSOCIATES, Inc.

New York · Chicago · Los Angeles · San Francisco

CARTOONS

- Audience tested
- Sponsor tested.
- Rating tested.

38 FLIP THE FROG in Sound

13 WHUPPER in Sound

13 MOLLY
in Sound

ALSO the famous group of...

300 AESOP'S FABLES (silent)

Communicate with us for our latest list of

- Major Company Features
- Westerns
- Serials
- Comedies

Commonwealth

Film and Television, Inc.
MORT SACKETT, Pres.
723 Seventh Avenue, New York 19, N.Y.



Eileen BARTON

Latest Coral Release "TOYS" "I AIN'T GONNA DO IT"

Dir.: MCA



Starting Oct. 4
COLGATE COMEDY HOUR

Sundays
Mat.: William Morris Agency

MURRAY BURNETT

PRODUCER - DIRECTOR - WRITER

"TRUE DETECTIVE"

Mutual — Radio

"TIME FOR LOVE"

with MARLENE DIETRICH

CBS - Radio

In Preparation:

Television

"TRUE DETECTIVE"

"PARIS AT MIDNIGHT"

with CONNIE MOORE

ARTHUR PENN

Director

"1st Person" for Gulf Playhouse NBC-TV

RADIO THE Upper Midwest.

Cost per Thousand . . .
Dollar for Dollar . . .
Ratingwise . . .

Anyway You Figure It
KSTP Radio Is a Better
Buy Than



Éver!

50,000 WATTS - CLEAR CHANNEL REPRESENTATION FOR THE NORTHWEST NETWORK and CO





BOB EBERLY

For Chesterfield

T.V.'s TOP TUNES

Management
JOHNNY BROWN

MON. — WED. — FRI.

Booking GAC

JACK HURDLE

PRODUCER OF THE

"JACKIE GLEASON SHOW"

CBS-TV

ROBERT QUIGLEY

Writer - Producer - Director

PRODUCING PROCTER & GAMBLE'S

"ON YOUR ACCOUNT"

Monday thru Friday-NBC, 4:00 to 4:30 P.M.

BERT LYTELL

THE ORCHID HOUR

Sponsored by

Viceroy Cigarettes

ABC Network

PETE BARTIM

NBC-TV



Jimmy Melson

DANNY O'DAY HUMPHREY HIGSBYE and FARFEL

Currently HEADLINING

COPACABANA

3rd RETURN ENGAGEMENT and

HELD OVER!

Opening AUGUST 21st

CAGO THEATRE

Chicago

WATCH for the

JIMMY NELSON TELEVISION SHOW

(Soon to be announced)

LOUIS W. COH

1776 Broadway, New York

Counsel-SIEGAL & ROTHENBERG (Chicago) JACOB B. HELLER (New York)

FIRESIDE THEATER-FIFTH YEAR

Flandhistar

GOODMAN ACE

WILBUR STARK-JERRY LAYTON, INC.

Television and Radio Productions 4 West 58th Street, New York

CURRENT

"ROCKY KING, DETECTIVE" "MODERN ROMANCES" Starring ROSCOE KARNS

DuMont TV Network

Starring KATHI NORRIS NBC-Radio

"LADIES CHOICE" Starring JOHNNY DUGAN NBC-TV

AVAILABLE-TV:

"THE LADY IS A COP" Starring JOAN BLONDELL

"COLONEL HUMPHREY FLACK" Starring ALAN MOWBRAY

"JIMMY HUGHES, ROOKIE COP"

IN THE WORKS:

"SCIPIO MATHERS"

"WIN FOR HIM"

By Clarence Budington Kelland

"WHAT'S THE GAG"

EDDIE CANTOR

Says

Tele Follow-Up Comment

The grand of the property of the second of the property of the property of the second of the property of

COLGATE COMEDY HOUR

The Eddle Cantor show

Back KNBH, Sun, \$3-9 n.m.

Eddle Cantor is alst show of the Hour was also by all odds his best. We can to the "Colgate Comedy Bassed on the "Soft wedding annior to a fact and the its to the had pace heart warmtet and the its that pace heart warmtet and take and solid entertainment from Show opened with Eddle and Ida anniversary party guests. First to comedy-singing stim with Cantor strike was Dinab shore whose was used to the should do niore should the niore should have and the handled. She was tollowed by My Wife (akeoft lord a "This is a seene which played take shorell, well, the Linghe Started to "oil and his presentation to the Canawande" a high bear should have been always. Show-stopper however, was an a sketch with Cantor little hoy.

Show-stopper however, was an a sketch with Cantor in advance and he just about stole the show.

Rubinoff and limna wallington cantor's a brief thow with almost diabolara cleveness from all hands. Rubinoff and limna wallington (and he show how here shift had been all the show.

Rubinoff and limna wallington cantor in all hands. Present and Boltana excellent left Cantor played here seen all the Cantor played here seen all the Cantor played here seen all the Cantor played here seen never how ever and Boltana excellent left Cantor played here seen sight days. Huterspersed levallo, whose day here and Boltana excellent left Cantor played here seen never how on person and Boltana excellent left Cantor played here.

Manning Option appearances.

Manning Option appearance was a superior show in care about the parties.

Hollywould Reporter.

ALL THE RADIO-TV EDITORS EVERYWHERE COLGATE-PALMOLIVE-PEET CO.

MANNING OSTROFF ROBERT MASSON AL SCARLETT ROBERT FINCH AL BORDEN

SAM FULLER JIM JORDAN KATE D. LAWSON HAL SAWYER BILLY DANIEL

ED SOBOL FURTH ULLMAN AL GOODMAN and His Orchestra **GEORGE HABIB** FRED WILLIAMS

ROGERS and COWAN Public Relations and the Fine EL CAPITAN THEATRE CREW

RETURNING TO "THE COMEDY HOUR" EARLY IN OCTOBER FOR THE FOURTH YEAR

Represented By WILLIAM MORRIS AGENCY



RALPH PAUL

(Emcee-Announcer)

"Strike It Rich" "Sound Stage" **CBS-TV**

NBC-TV



HELEN O'CONNELL

"TV'S TOP TUNES"

For Chesterfield on CBS



LOOK OUT **FOR**

IF YOU ARE LOOKING **FOR A HILARIOUS** 15-MINUTE TV SHOW SUITABLE FOR THE LOCAL OR NATIONAL **SPONSOR WHO** WANTS TO GIVE THE **PUBLIC SOMETHING THAT'S DIFFERENT**

A BURLESQUE COMEDY TAKE-OFF ON A NEWS **COMMENTATOR**

"CAPERS IN THE PAPERS"

And My Name Is

OBERLINE, LTD. 6411 Hollywood Blvd.

HOLLYWOOD, CALIF. (PILOT FILM ON REQUEST) The TEEVEE Co.

Producers and Distributors of

THE BIG

"LITTLE THEATRE" TV SHOW

The Short-Short-Story Sensation

NOW ON THE AIR

COAST TO COAST

52 IN THE CAN



211 SO. BEVERLY DRIVE . BEVERLY HILLS

BEVERLY HILLS

HOLLYWOOD

NEW YORK

ARE YOU MISSING

5 Million?

TO REACH MOST OF THEM.

THAT SPECIALIST!

For TWENTY-THREE YEARS, WHOM has devoted its time and effort to serving the for-eign language and Negro groups in New York. Today, many of the over FIVE MILLION Italian, Spanish, Polish, German and Negro citizens look to WHOM as a friend who has known how to speak to them "in their own language", providing the type of entertainment most popular to each group. That is why WHOM influence in these homes can mean so much to your sales figures.

- SIX AND A HALF HOURS A DAY OF SPANISH PROGRAMS
- FIVE AND A HALF HOURS A DAY OF NEGRO PROGRAMS
- ALL DAY SUNDAY . TWO HOURS DAILY OF PROGRAMS IN ITALIAN
- THREE HOURS A DAY OF POLISH PROGRAMS
- ONE AND A HALF HOURS A DAY OF GERMAN PROGRAMS



136 West 52nd St., New York, N. Y.

ED and PEGEEN FITZGERALD

announce a new package for the retail trade . . .

"It Pays to AdverTVize"

Sunday . . . WABC-TV 9:30 to 10 P.M.

MERCEDES McCAMBRIDGE
FLETCHER MARKLE

SERUTAN 290 JELLIFF AVENUE I NEWARK 8, N. J.

June 25, 1953

Mr. Jack Barry Barry, Enright and Friendly, Inc. 667 Madison Avenue New York, N. Y.

Dear Jack:

A year and a half ago we bought one show from your organization on a test basis. Today, we are sponsoring four of your shows on radio and television networks, — two on NBC and two on Dumont.

Congratulations on the superb selling job you and your company have been doing for Serutan and Geritol.

Barry, Enright & Friendly

667 MADISON AVENUE

Templeton 2-8600 New York 22, N. Y. MBR:RD

Matthew E. Rosenhaus
President



CHARLES SANFORD

Musical Director

"YOUR SHOW OF SHOWS"

WNBT

NOW IN PRODUCTION:

ANOTHER 26 HALF-HOUR

SUPERMAN

TELEFILMS

for
KELLOGG'S

through
LEO BURNETT CO., INC.

produced at

California Studios by SUPERMAN, INC.

WHITNEY ELLSWORTH
EXECUTIVE PRODUCER

RICHARD BARSTOW and EDITH BARSTOW



New York, N. Y. July 23, 1953

Gee, Dick, are you coming or going? Can't figure Dearest Brother: out from this picture, Weegee took of us at the airport.

Must have been wonderful to be in London for the Corona-Must have been wonderful to be in hondon for the total tion. Thanks for sending on the rave notices on the Review and Ice show you just produced and directed for Review and ice snow you just produced and directed for Belita. Those china coffee cups her mother gave you as a gift arrived and they look large enough to take a bawth in_but so beautiful.

Seems like I just kissed you hello again after Seems like I just kissed you hello again after flying back from London—and then another goodbye to Hollywood. Am thrilled that you will be doing the new Judy Garland picture, "A Star Is Born, " in August—fol-Judy Garland picture, againment of directing and staging lowing your present againment of directing and staging lowing your present againment of directing and staging lowing your present assignment of directing and staging another new revue at the Empire Room, Palmer House, Chicago, for the dearest lady of them all, Merriel

Had a note on one of the songs you wrote for our motors Show, "Motorama"—They want to publish General Motors Show, in London wants you back right it. Also Bernard Delfont in London wants you back right Abbott. away-he's been cabling.

The 20th-Fox picture, "The Girl Next Door," with Dan Dailey and June Haver, will be here in New York any day now, I understand. Can't wait to see it.

Hope you can have a look at "New Faces" again while in Chicago. Isn't it wonderful that it's still running. in Chicago. Isn't it wonderful that it's still running.
Oh, yes, almost forgot to tell you, I am doing the new
Oh, yes, almost forgot to tell you, I am doing the new
Eddie Albert TV show, "Nothing But the Best." It's such
Eddie Albert TV show, "Nothing But the Best." You remember we
Eddie Albert TV show, "South Bob Banner, You remember we
fun working again with Bob Banner, You remember we
worked together on the original "Garroway At Large"
TV from Chicago. Hope you like mv new billing—I'm kind worked together on the original Garroway At Large Tim kind

Wish I could see you for a minute instead of so much wish I could see you for a minute instead of so much but don't you think this is long distance and writing—but don't you think this is kind of a clever way to advertise? of proud of it.

Sis. Edie

"NOTHING BUT THE BEST"

Starring EDDIE ALBERT NBC-TV TUESDAY 9:00 P.M.

ASSOCIATE PRODUCER and STAGING

EDITH BARSTOW

-Management-

HARRY KALSCHEIM William Morris Agency 1952 - 1953 **SEASON**

LEONARD SILLMAN'S **NEW FACES 1952**

Staging of All Musical Numbers and Choreography

11 months, N. Y. Currently, Chicago

CECIL B. DE MILLE'S OSCAR AWARD FILM **GREATEST SHOW** ON EARTH

Stanging and Choreography

GENERAL MOTORS RECORD BREAKING

MOTORAMA

The biggest show of it's kind ever attempted

Produced-Written Directed and Chareographed WALDORF-ASTORIA, N. Y., MIAMI SAN FRANCISCO—LOS ANGELES DALLAS—KANSAS CITY

RINGLING BROS. and **BARNUM & BAILEY** CIRCUS

1949-50-51-52-53

Staged and directed by RICHARD BARSTOW

Choreography EDITH BARSTOW

20th-CENTURY FOX THE GIRL NEXT DOOR

Choreography

REVUE and ICE SHOW

Starring BELITA LONDON, ENGLAND, JUNE, 1953

Original

MERRIEL ABBOTT **PRODUCTIONS**

PALMER HOUSE, CHICAGO, ILL.

1952 - SHOOTING HIGH

and now opening July 30

WHAT'S MY ACT

Direction, Staging and Choreography

Choreography for MILTON BERLE TEXACO STAR THEATRE TV BUICK CIRCUS HOUR EDDIE CANTOR KATE SMITH, ETC., ETC.

Press Relations LARRY GORE

You Got Problems?

To sell the NEW

PITTSBURGH MARKET.

...the NEW

KQV, with A.P offers you

PITTSBURGH'S MOST SUCCESSFUL MERCHANDISING PLAN!



How do you sell in the New Pittsburgh? By cashing in on Pittsburgh's most successful new merchandising plan, sponsored by KQV—now CBS Radio in Pittsburgh—and the 130 A & P stores throughout the Pittsburgh market! From KQV you get top spots and programs, adjacent to high-rating CBS network shows. And from A & P you get the unprecedented opportunity to merchandise and display your product in 130 A&P markets in the KQV area. This amazingly successful tie-in has already brought eye-popping sales results for many national advertisers. General Mills, for example, upped purchases of Wheaties 81.9% in the Pittsburgh area. Canada Dry reported, "almost doubled normal weekly case sales."

doubled normal weekly case sales."

This promotion works. Why not put it to work for you? Call or wire—right now—for full particulars!

NOW (BS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York - Boston - Chicago - Detroit - San Francisco - Los Angeles



are picking their markets carefully and the secondary market isn' likely to get a lion's share of this business. He's got to build up he list of local sponsors, and at the same time wait for set ownership to increase to the point where he can go to the advertiser and show him a worthwhile buy. And the hasn't been easy, especially when the sponsor is presented with production-talent bill for a limit of national spot business to take up the slack, but there again there aren't many national spot advertisers that are exceeding 70 mer kets in a particular campaign. See the bulk of the business must he local, but the station faces powerful adversaries in local newspaper and radio stations.

There seems little question that the aversaries in locar newspaper and radio stations.

There seems little question that these problems will be overcome that although an occasional operation may fall by the wayside, television will constitute a profitable business in all areas and in almarkets. But life's little problems will continue, as in the case of ome station owner who proudly invited the town one night to the opening of his new television center after months of operation in the locabank building. Everybody came but the place was empty in a half hour. The disappointed station owner, looking at his bare studies was told that everyone had gone home—to watch television.

Memphis - Jack Combes, uth news spieler, is now purly newscasts over V hourly newscasts over Memphis daytime indie. was formerly with WMPS. Comba



TELEVISION

The largest collection of costumes and an experienced personnel with special training are evallable to give you im-mediate delivery of wardrobe at med-

BROOKS COSTUMES ARE ON EVERY TV CHANNEL EVERY DAY

Television's Official Costumer

BROOKS

COSTUME CO.

3 WEST 61st STREET NEW YORK CITY

Telephone Plaza 7-5800



HARRY WISMER



BEST TEST PATTERN
FOR SHOW RECEPTION

KUDNER AGENCY, INC.

for Tops in Television

NEW YORK

SAN FRANCISCO

DETROIT

WASHINGTON

Tin Pan's Alley

Tin Pan's Alley

Ing engagements was that of the couldn't fill them all, and had a string of stand-ins playing one-specialist who became the most popular planist of the early radio days because of the "glamor" attached to his being a convict. Harry pounded the planner in the pokey, and his performances were aired by WOS, Jefferson City, Mo. He received a Brunswick contract style. In 1927 when they were and, naturally, waved "The Prisoners Song." After his emergence Sam in Henry The Two Black many concert offers that he face comedy a tremendous vogue.

Tin Pan's Alley

and Sam in Henry were also good sellers. Then followed the pair's terrific radio acclaim as Amos in' Andy, and and sellers. Then followed the pair's terrific radio acclaim as Amos in' Andy, and the records they made under the more famous name didn't sell as well as the Sam in Henry series.

The Amos in' Andy program inspired a number of songs, among them "I Wonder What Amos in' Andy will Do Tomorrow Night?" O'Dreaming of Amos in' Andy ind an unusual "Madam Queen." The latter, written by Arthur Fields and Fred Hall, was recorded to a Madam Queen's taste for Columbia by Adelyn Hood. Miss Hood ordinarily played the fiddle in the late Vernon Dalhart's hillybilly records out, as a native of Alabama, she many concert offers that he face comedy a tremendous vogue.

blackface dialect, and her "Madam Queen" couldn't have been bettered.

Fields and Hall also wrote "Hank Simmons' Show Boat," a ditty deal-ing with a once-popular radio pro-gram. Which reminds that Annette ing with a one-gram. Which reminds that Annette Hanshaw achieved platter stardom largely on the strength of her ap-pearances in the original "Show Boat" airer—not Hank Simmons'.

Kidding the Dealers

In 1929, Jones & Hare showed what might have been considered a streak of ingratitude to radio, which had helped them to fame and fortune, by making a 12-inch Victor record, "Twisting the Dials." This was a satire, or burlesque, on the typical radio program of the day, and it was a riot. Sometimes the boys used a scalpel, at other times a bludgeon; but, whatever their instrument, they succeeded in taking the hide off. succeeded in taking the hide off.

succeeded in taking the hide off.

Some of the burlesquing is unmistakgable. There is a takeoff on Graham McNamee's prize fight broadcasts, and one of a woman announcer at a Cincinnati station who always sounded as if she were about to cry. The physical culture exponent, the cooking expert, the "kiddie" specialist with his bloodcurdling stories for the totlets, the raucous jazz band, the bellowing baritones and the terrible tenors—

all the worst features of 1929 ratio are preserved, larger than life, for posterity. "Twisting the Dials' seems to be a development and expansion of the original "Listung With Ruby Norton." Eddie Patried the same idea on an English Columbia record, "Daventry Calling," but the British production lacked the snap and pace of 114 Yankee counterpart.

Nearly a decade later, Frank Crumit recorded for Deced a song by Ed East, "Nettie Is the Nitwit of the Networks, satirizing the success of some radio comedy acts, in which noise rather than humor, was the chief ingredient. Neither then, nor now, does Iv seem to have intrigued the imagination of the cleffers, Perhaps the first record in which mighely which

seem to have intrigued the imagination of the cleffers. Perhaps the first record in which video was mentioned is "Main Street," precorded in 1929 by "Gy-Pitkin & the Town Band." (Pitkin was an alias for Billy Murray, turned rube for the occasion." This combination of song and descriptive sketch told how the singer mean to use television, whenever it came in, as a means of seeing the sights of his old home town. old home town.

Memphis — Jim Gatens, Mid-south radio account exec, has joined the sales staff of WMPS, Memphis' ABC outlet. Gatens was formerly in sales with KVLC, Lit-tle Rock.

WM. F. BROIDY PRODUCTIONS

Now!



rd YEAR OF TELEVISION FILM PRODUCTION FOR KELLOGG*

*Thru LEO BURNETT COMPANY

America's Top Weekly TV Series of Western Adventures!



GUY MADISON

ANDY DEVINE



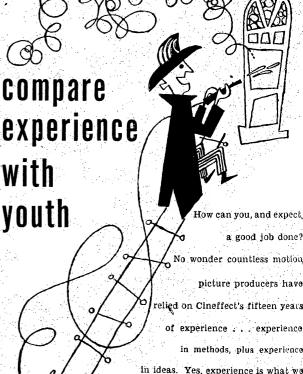
COMPLETE STUDIO & STAGE **FACILITIES**

. Available For Short-Term Rental

5545 Sunset Boulevard ● Hollywood 28, California ● Hollywood 3-6844

WM. F. BROIDY PRODUCTIONS





a good job done? No wonder countless motion

of experience . . . experience

in ideas. Yes, experience is what we

have plenty of, but we don't sell youth short-for our Ideas are

certainly youthful, our

equipment modern, and we've

never abandoned a fresh

approach to any problem.

cineffects, inc.

115 W., 45th ST., NEW YORK, N. Y.

Ask for our brochure showing how Cineffect's specialized facilities can benefit your production

THOM CARNEY

in action life can be beautiful apper young's family rose

EVE ARDEN

AS

"OUR MISS BROOKS" CBS

RADIO and TELEVISION



CHARLES MARTIN

PRODUCER - DIRECTOR - WRITER

PHILIP MORRIS PLAYHOUSE ON BROADWAY

Who's Next NBC Prexy?

Coronation and to take a vacation, it was at a time when the TV af-filiates were up in arms and demanding some action to counter manding some action to counter the CBS ascendancy. Sarnoff told the affiliates that White would return, as he did, but that his continuance would be determined by the state of White's health. When West was brought east by Sarnoff during White's absence, the move was interpreted in many quarters as the prelude to his eventual suc-

frained from specifying the name of the president.

White joined NBC a year ago, moving over from the prexy spot at Mutual, and he assumed the presidency in January when Joseph H. McConnell exited the network to become president of Colgate. Medicos have ordered White to take a long rest and, even when resuming activity, to slacken off in his pace.

When Sarnoff, sent White to Europe a couple months back to represent the network at the Coronation and to take a vacation.

3-Year Licenses

Continued from page 29

their stewardship over these pre-cious channels of mass communi-cations."

Why No Conference?

Miss Hennock recalled that when the Commission renewed 42 TV licenses in 1951 it was 'sufficiently disturbed by their program per-

formances" to announce that a public conference would be called to discuss TV problems. A year later, she pointed out, the agency again reviewed the programming record of the existing stations and held up renewals on a number of licenses until it received assurance there would be improvement in public service programming.

The failure of the Commission

public service programming.

The failure of the Commission to hold its announced public conference, Miss Hennock concluded, "signals a lack of practical concern... with programming. It implies that the Commission no longer entertains such doubts regarding programming standards as would indicate a need to look into the subject... more often than once every three years. This action, which is contradicted in every respect by such record as we do have before us, will be interpreted as an announcement that this Commission will in the future be even less actively interested in television programming than it has been in the past. If this is in fact our intention, I think we should proclaim it frankly so that the public as well as the industry will know what our decision means."

Comments on the proposal may

Comments on the proposal may be filed with the Commission up to Sept. 1. The agency may hold a hearing or oral argument on the plan before taking final action.

Chi's TV Space Problem

again for a repeat session from 8 a.m. to 4 p.m. on Saturdays, also filming kines.

Situation was even worse three weeks ago, when two local shows, "Walt's Workshöp" and "Animal Playtime," further added to the crowded schedule at the Studehaker. Because of the snarl-up, the Eddy Arnold gang is currently holding a good deal of preliminary rehearsals in a 30x12 ft. space that Playtime," further added to the crowded schedule at the Studehaker. Because of the snarl-up, the Eddy Arnold gang is currently holding a good deal of preliminary rehearsals in a 30x12 ft. space that was formerly an observation booth above one of the studios at the Merchandise Mart.

Merchandise Mart.

Over at CBS, problem is not as immediate, for the simple reason that WBBM-TV boasts only one net show, "The Quiz Kids," originating from the Garrick Theatre once a week. But with a promise of as many as 12 hours of web originations a week within the year, they will face a problem similar to their NBC competitors, unless proposed new studio facilities become a studio facilities become reality

WBKB (ABC), with four studios and the Civic Theatre available for its present operation, still feels the pinch on the matter of ade-

Fee-TV Bill

Continued from page ? _

munity antennas, which charge subscribers a monthly fee, under tariff regulation.

tariff regulation.

It's expected that the broadcast, ing industry will support the bill. Motion picture producers, particularly Paramount, which has a coin operated system of pay-TV, and 20th-Fox, which has a big stake in the Eidophor system of color theatre-TV, will doubtless oppose So, will theatre organizations.

One of the major questions used.

will theatre organizations.

One of the major questions prised by the FCC, when it planned to hold hearings two years ago on Phonevision, was whether the system should be given broadcasting or common carrier status. If the Hinshaw bill passes, this issue will be omitted when the Commission finally gets around to considering pay-TV.

Hinshaw indicated during debate

Hinshaw indicated during debate on FCC legislation at the last session of Congress that he would offer his bill. He feels strongly that broadcasting is a "free" medium and that any forms of pay-TV should be otherwise classified.

Mich. State WKAR-TV Test Pattern This Fall

East Lansing, July 28.
Michigan State College's tele
station WKAR-TV, on UHF channel 60, is expected to go on the
air with a test pattern in November or December, with transmission of scheduled programs early
in 1954.
About

About three months will be needed to erect a 1,000-foot transmitter tower, which will be topped by a 34-foot tele antenna. Studios will be located on the college's campus with tower and transmitter near the town of Okemos.

York, Pa.—WSBA-TV, nation's second UHFer to hit the air, has begun construction of a new television center, to go into operation Sept. 15, according to Susquehanna Broadcasting Co.

TV FILMS WANTED

Opening Distributorship South - Need Products of All Kinds Address: Box V 72553, Variety, 154 W. 46th Street, New York

TV-MOVIE LOSSES

We are interested in buying a cor poration with losses in the TV-Mavie roduction field. Box 72753, Variety 154 West 46th St.: New York 36, N. Y

USE OUR FRONT

As Branch Office or Permanent Office Recep. to meet your clients. Pri. of-fices day, week or month. Also mail phone, desk space & conference im Hollywood, Calif. 1522 N. La Brea HO 2-6031

GAE FOSTER

Circle 7-3900 or Circle 7-1348

SPECIAL OPTICAL EFFECTS AND TITLES

On FIRESIDE THEATRE
Television Show

RAY MERCER & COMPANY 4241 Normal Ave., H'wood 29, Col Send for Free Optical Effects Chit

A New BMI Service— TV Film Licensing

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available to TV producers, advertising agencies and their clients, TV film distributors, directors, music conductors and everyone in TV concerned with programming.

This new BMI service will:

 Assist in the selection or creation of music for films theme, background, bridge, cue or incidental mood music · Aid in music clearance · Help protect music ownership rights • Extend indemnity to TV stations that perform our music on film . Answer questions

A Partial List of Some Top TV Shows Using BM1-Licensed Music Regularly

BOSTON BLACKIE MARCH OF TIME BURNS AND ALLEN MR. & MRS. NORTH CAVALCADE OF AMERICA MY FAVORITE STORY DANGEROUS ASSIGNMENT MY FRIEND IRMA DINAH SHORE SHOW PRIVATE SECRETARY GROUCHO MARX SHOW SCHLITZ PLAYHOUSE I MARRIED JOAN THE DOCTOR LIFE OF RILEY THE UNEXPECTED LIFE WITH LUIGI THIS IS YOUR LIFE MAN AGAINST CRIME YOU ASKED FOR IT

concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

Let BMI give you the TV Music Story today Call or write

LICENSING DEPARTMENT

RICHARD KIRK, Director Broadcast Music, Inc. Hollywood 28, Calif.

CLAUDE BARRERE, Eastern Director Broadcast Music, Inc. 580 Fifth Avenu

TV Service Department: HENRY KATZMAN, Director (New York Office)

In Kansas City, Keep Your Eye on Channel



And as always, WHB

WHB Radio—the AM station with Kansas City's oldest call letters—continues to reach "the most listeners per dollar" via Radio in the Kansas City WHBig Market—through the 1,362,929 Radio sets* in the area.

- * Kansas City's Mutual Network outlet since 1936 17
- * Exclusive play-by-play broadcasts, at home and away, by Larry Ray, of the Kansas City Blues, baseball games (New York Yankee's No. 1 farm team), since 1950 4 years.
- * "Night Club of the Air" since 1951 3 years.
- ★ "Club 710" (mid-afternoon d.j. show featuring the "Top Twenty" records) since 1952 — 2 years.
- ★ Sandra Lea (women's program) since 1943 10 years.
- ★ WHB Newsbureau and Associated Press newscasts since 1936 (John Cameron Swayze was our first newscaster) — 17 years.
- * "WHB Musical Clock" since 1931 22 years.
- ★ "WHB Neighborin' Time" (formerly the Farmers Hour") since 1922 31 years.
- Represented nationally for Spot Radio by John Blair & Company since 1948 6 years.

DON DAVIS, President JOHN T. SCHILLING, Vice-President and General Manager

SHARING TIME WITH KMBC-TV

With a jointly-owned transmitter ... using maximum allowable power; 316 kw visual; 158 kw aural ... with a thousand-foot tower to transmit from a height above average terrain of 1079 feet with the full schedule of Columbia Network TV Programming

Channel 9 in Kansas City is really something to see and hear! It is a "must" on every Television advertiser's national spot schedule!

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes* in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!

WHB-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.



QUICK QUIZ FOR BUYERS OF TV FILM COMMERCIALS

*Slightly biased

- Who is avalified to make TV film commercials?
- Α. Advertising men who are experts in visual selling.
- Q. Which technique is best for my commercials?
- The one which best suits your product and sales story.
- Q. What is the best way to work with the producer?
- A good producer déserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.
- How much of the creative preparation should the producer contribute?
- As much or as little as required.
- Q. How much should a TV commercial cost?
- There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.
- Should the producer be expected to submit a script or storyboard on speculation?
- No. An established producer's stock in trade is ideas and he is worthy of your confidence.
- How important is the quality of the TV film prints?
- The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.
- Are better commercials made in the East, in Chicago, or on the West Coast?
- Geography doesn't matter. Facilities and equipment are only as good as the men who use them.

SARRA has been a specialist in visual selling for more than 20 years.

SARRA has had brilliant success with animation, live action and stop motion — and combinations of all three.

SARRA's permanent staff of script and storyboard experts are equipped to do the complete job, or they will cooperate with the new's departments to carry

SARRA has produced more than 2500 film com mercials, of which 65% were created by SARRA'S own staff.

SARRA commercials are inexpensive because they sell effectively. They are so fresh and interesting they can be repeated for cumulative effect without becoming

SARRA does not submit material on specula-tion. SARRA charges for the creation of scripts or storyboards but once okayed, they become part of the overall duotation. However, you do not gamble time or money for, of over a thousand storyboards and scripts created by SARRA, only 7 have not been pro-

SARRA insures good reproduction. SARRA has its own laboratory for the sole purpose of making prints of its commercials for TV presentation. These prints are called Video-O-riginals and whether you order one or one hundred, each one is custom made.

SARRA'S specialists are available in SARRA'S own New York and Chicago studios and in associate studios in California. The script and your convenience determine the location.



SPECIALISTS IN VISUAL SELLING New York: 200 East 56th Street

TELEVISION COMMERCIALS . PHOTOGRAPHIC ILLUSTRATION . MOTION PICTURES . SOUND SLIDE FILMS

Tinting Up

those who grasp this new invitation to greatness. Color offers a new chance to all interests to review their thinking and their

new thance to all interests to review their thinking and their policies and their plans.

Color, like 2,000 station and 50,000,000 sets, is going to increase the cost of television service. But in my opinion, it will decrease the cost of television advertising. I mean this not only on cost per thousand but more importantly, one total appropriations for the year. For many years it has been obeyous, without color or 50,000,000 sets, that the radio pattern of a single product sponsoring a program could not work in television. It was not only uneconomical, it was wasteful. We have tried to devise many differing patterns at NBC to give advertisers the value that they wanted, but within forms that were not wasteful.

It has been hard going, because

that were not wasteful.

It has been hard going, because each party affected really wants to keep on operating on radio terms, because they are known and familiar. This is the kind of staying power that one can see in Sponsor Identification, for instance, a research tool of the most limited value. One has only to check identification, say in clearets, against sales to know that you haven't got something here.

saies to know that you haven't got something here.

Is it sound advertising to offer six minutes of argument in one hour to people on a product? When we know that many products need frequency and repetition because of the low brand loyalty, is it intelligent to set up a program paltern which cannot take care of these products? When the Kate Smiths and Dave Garroways and A. Godfreys can show their great personal selling records for dozens of products simultaneously, must we still fight on about product-arist exclusivity? As we move to color, will not the variety of possible advertisements in time length make the creative sales people urge us to offer "billboards, three sheets full pages, double trucks and spectaculars"?

Nothing could be more to the

taculars"?

Nothing could be more to the basic interest of the advertising world than to have color create out of television an enterprise in which the advertisor buys advertising circulation, in guaranteed amounts, in varying time lengths, in association with different kinds of entertainment, with research to show size of audience, composition of audience, mood of audience, hometime activity of audience at the precise moment of advertising delivery.

And nothing could be more to

moment of advertising delivery.

And nothing could be more to the interest of the public than to have color create out of television an enterprise in which the broadcaster determines programming sequence to give balance, to compete intelligently for audience, to increase overall television audience and vitality, to broaden appeal by satisfying all program needs, to create an atmosphere conducive to program experimentation, 16 have the power to program special events and spectaculars on a replacement basis, and to execute the duties implicit in the stewardship of the most important social force in history.

This time let's trade in the 30-

This time let's trade in the 30-minute view for at least a 30-month

DIRECTOR . WRITER . COMPOSER . Miss Universe Beauty Pageant



RUSSE

OSCAR MEINHARDT. Exec. Vice-Pres. Miss Universe Beauty Pageant:

M.C. and ad libber, a great singer, word for him." an ace director, speaks 14 lan

guages, composes and writes the special music and songs, and though a show stop act himself special always manages to star the world's "Bob Russell is the only one in most beautiful girls. Bob has the Show Business, bar none, to handle brains, heart, talent plus the ter-this greatest of International rific physical stamina for this Beauty Pageants. He's a top tremendous job. 'Genius' is the

AND, currently "The Joe Di Maggio Club," NBC-TV

(Resuming in Sept.)

"Big Top," CBS-TV "Live Like a Millionaire," ABC Co-Creator

THANK YOU, OSCAR Opening August 20, BRADFORD ROOF, Boston

KTLA CHANNEL 5 THE BEST ADVERTISING BUY IN LOS ANGELES



3RD YEAR ... MORE SUCCESSFUL THAN EVER THROUGHOUT THE WEST YOUR BEST BET IN ANY MARKET

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PAUL H. RAYMER COMPANY . NATIONAL REPRESENTATIVE

THE BEST ADVERTISING BUY IN LOS ANGELES

All Dressed Up

plichments. There is, for instance, "Hear It New." for instance, bethe widespread interest in serious ing on the air only one season bemosic. largely brought about by fore it went into television as such radio programs as the New York Philhamonic and the NBC it skill much more difficult to Symphony orchestras. When it was feet finis, than tapes of news suggested to William S. Pales, fore it went into television as such radio programs as the New York Philhamonic and the NBC it skill much more difficult to suggested to William S. Pales, fore the finis than tapes of news (IBS proxy two decades as that more freedom and scope in news (IBS proxy two decades as that more freedom and scope in news (IBS proxy two decades as than does television.

Moreover, radio stimulated gengial interest incline demonstrates in a fire drama with its reported that he interest in fire drama with of the American people—strough that he for the Columbia Workscopplishments was the hiforminal acts and "You Are There." The of the American people—strough that he for the part seems to have shifted over Roosevelt's fire-side chaft as the to selevision, bringing the programs outstanding example—on the war and the immediate posts (them of fascism in the 20 on of the English-speaking drama, the war and the immediate posts (Saks) percent to have shifted over lands the fire than ostume or years of crisis, to paraphrase setting and that radio can still do Churchill's phrase, were radio so a big dramatic production with most hours. It's emphasized too, more ease and less expense than that radio news, de-pite its fine television.

series as Stuart Novins' Feature Projects documentaries on CBS Radio which, it's felt, would have more impact on a regular weekly basis rather than once a month.

basis rather than once a month.

Greatest shot in the AM arm, it's believed will be NBC radio's This Is the South" project of 26 half-hour documentaries on the economic and social conditions of the new South. Such an ambitious reporting project, backed by the Soan Foundation and scheduled for new south is already being fo. next season is already being called the radio equivalent of Victory at Sea."

Nactory at Sea."

But whats badly needed, some tradesters feel, is at least one new radio program idea—to get people away from TV, radio will have to come up with something different—that will refocus the nation's attention to the importance and power of the medium. The thinking along these lines is to have something new that will have the emotional sock of, say, Orson Welles' War of the Worlds, that without the panie), or of "Stop the Music," which kept people home Sunday nights waiting for a telephone ring for a shot at hig loot.

telephone ring for a snot at mg loot.

For the big problem today is to get most of the nation's 110,000,000 radio sets tuned in. Radio did it before, some AM hopefuls are saying, and it can do it again. Another camp holds that radio had best forget the big audience (which TV will cop with the entertainment shows) and go after large spilt audiences with special interests.

Coe's 1-Big-Show-Biz

with this TV version winning the of eye of the Theatre Guild.

The interpolation of eye of the Theatre Guild.

The interpolation of eye of the Theatre Guild.

The interpolation of eye of the Theatre of others, besides Miss Gish, of the others, besides Miss Gish, of the television cast will appear in the legit. Bountiful? (Miss Heckart, led for instance, is in the Theatre led for instance, is in the Theatre ling Guild hit, William Inge's "Picnic").

The interpolation of the interpolation

eye of the Theatre Guild.

It is as yet uncertain whether others, besides Miss Gish, of the television cast will appear in the legit. "Bountiful." (Miss. Heckart, for instance, is in the Theatre Guild hit, William Inges "Piente"). Topping the tele angle on the play, Vincent J. Donehue, "Playhouse" director who put on the tele digest, will direct the legiter, and Otis Riggs, the TV series designer, will be the set designer for "Bountiful." This, however, is not a case of strictly-tele people stepping into legit, since all parties involved in the stage production, including Coe, Donehue and Riggs, have had theatre experience.

Like "Bountiful." Chayefsky's "Marty," which is planned as a film, has been presented on the "Playhouse."

Expansion of the Coe unit into fields outside television appears a logical development from the recent, outstanding success of "Playhouse" productions (Coe views, this series as the parent of all his activities). After it started five years ago, the program went through cessive cycles of adaptations of stage plays, book adaptations, and finally original teleplays. It was in the last stage, when TV was creating instead of borrowing, that the program won its widest acceptance.

Whis-IV launches all-out promotion campaign for Central Ohio's only Ist RUN FILM THEATRE

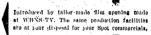
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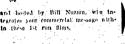














WILLIAM BENDIX

"The Life of Riley"

Starting the Second Year for **GULF OIL on NBC-TV Network**

> Management STUART STEWART Rosalie Stewart Agency

MORT LAWRENCE

MON. THRU FRI. — CBS-TV — 3:00 P.M.

"THE BIG PAYOFF"

SUN.-NBC-TV-8:00 P.M.



the trade-mark of TV's most unique service "Framer-made" for you!

- 1. We create the show!
 - 2. We package it!
 - 3. We produce it!
 - 4. We publicize it!
 - 5. We promote it!

A 5 Point Plan at 1 Package Price
Producing Best Results—at Lowest Cost!

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"America's Leading Independent TV Producer"

1150 Avenue of Americas

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Portrait of A Happy Guy



WARREN HULL

Happy for Over 4 Years With Walt Framer and

Happy for Over 3 Years With Colgate-Palmolive-Peet

"STRIKE IT RICH"

Monday Thru Friday 11:30 AM Monday Thru Friday 11 AM

Wednesdays 9 PM CBS-T

6

10 4

53

26

Jocks, Jukes and Disks

By HERM SCHOENFELD.

Dolores Martel: "The Hard picture themes. Ray Anthony's Way" - "There Must Be A Way" over with a dramatic arrangement stress, Dolores Martel, is getting which is most likely to put over the triple A promotion treatment this entry. On the reverse, Anthony and her initial sides indicate a promising future in the wax market. Miss Martel has an appealing voice with a simple, though dis-Mouth's Got A Hole In It'-tinctive style that has lotsa com-"Dragnet" (Victor). Buddy Morrow

Best Bet

DOLORES MARTEL ... (RCA Victor)

THE HARD WAY

Ray Anthony Orch: "Dragnet""Dancing in The Dark? (Capitol).
The theme from the TV show,
"Dragnet," provides some firstrate fare for the pop market in view of the recent click of the flock of

mercial appeal: "The Hard Way" has been working the rhythm & is a hillbilly-type blues song on which she's particularly effective. Flip is another good song in the same mood, also projected neatly with a solid assist from Henri Rene's batoning of the orch and chorus.

Ray Anthony Orch: "Dragnet"- Towns of the Dark" (Capitols, The theme from the TV show, The she work of the shows the she work of the spins on this number with a good beat predominating.

Saminy Kaye Orch: "The Mid-(Continued on page 108)

Songs With Largest Radio Audience

The top 30 songs of week (more in case of ties), based on copyrighted Audience Coverage Index & Audience Trend Index. Published by Office of Research, Inc., Dr. John Gray Peatman, Director. Alphabetically listed.

Survey Week of July 17-23, 1953

(Listed Alphabetically)	
All I Desire	. Broadcast
Anna—†"Anna"	. Hollis
April In Portugal	. Chappell
Breeze	Leeds
Butterflies	
Call Of The Faraway Hills-i"Shane"	. Famous
Carayan Don't Let The Stars Get In Your Eyes	, American
Don't Let The Stars Get In Your Eves	, Four-Star
Eves Of Blue—f"Shane"	. Paramount
Hi-Lili Hi-Lo—†"Lili"	Robbins
I Believe	. Cromwell
I'm Walking Behind You	. Leeds
Just Another Polka	Frank
Keep It Gay-*"Me And Juliet"	. Williamson
Mexican Joe	. American
My One And Only Heart	Roncom
No Other Love-*"Me And Juliet"	. Williamson
Oh	Feist
P. S. I Love You	. La Salle
Pretend	. Brandom
Ramona	- Lion
Return To Paradise	. Remick
Ruby—T'Ruby Gentry"	Miller
Someone's Been Readin' My Mail	, Witmark
Song From Moulin Rouge—†"Moulin Rouge"	, Broadcast
Tell Me That You Love Me	Harms
Terry's Theme From Limelight- "Limelight"	Bourne
Vaya Con Dios	, Ardmore
You, You, You	. Mellin
Your Cheatin' Heart	. Acuff-R
	Ten to a little

Second Group

A Purple Cow	Artists
Allez-vous En-*"Can-Can"	Chappell
Angelina	
Baby, Baby, Baby	Famous
Blue Gardenia—†"Blue Gardenia"	Harms
C'est Magnifique-*"Can-Can"	Chappell
Crying In The Chapel	Valley
Granada	Peer
Hey Mister Cotton Picker	Laurel
I Guess It Was You All The Time	Famous
If I Love You A Mountain	Feist
I'm In Love	Garlock-S
I'm Your Girl-*"Me And Juliet"	Williamson
Lovers Waltz	Shapiro-B
My Flaming Heart	
Nearness Of You	Famous
Say Si Si	Marks
Say You're Mine Again	Blue-River
Sittin' In The Sun	Berlin
Something Wonderful Happens	Johnstone-M
Sorta On The Border	Morris
Till 1 Waltz Again With You	Village
[1882] [18] 11일 [18] 12일 12일 12일 [18] 12일	

Top 10 Songs On TV

(Listed Alphabetically)	
Caravan	American
bady Of Spain Control of the Control	Fox
No Other Love	Williamson
No Two People Old Fashioned Picture	Frank
Old Fashioned Picture	Weiss & B
Rockaway Beach	Duet
Ruby	Alillor
Say Si Si	Marke
Side By Side	Shaniro-R
With These Hands	Bloom

Five Top Standards

and the second of the second		CHIOT C	THE CHAC	01 1 11 1	1.1
Daisy Bell	e		2.1.1.2.2.1		Harms
I Know Th	at You	Know		20 July 1994 4	Harme
***************	(i = 1 - i i i i = 1	The section of the section of		Agreement and the second	
MA LIGID					Ramiel
Tiger Rag	4.00				Feist
	4				

* Legit musical.

RETAIL DISK BEST SELLERS

		_		
				lamaker)
	Survey of retail disk best sellers based on reports obtained from leading stores in 9 cities and showing comparative sales rating for this and last week.	-(Davega Stores)	(Boston Music Co.)	—(John War
National Rating This Las wk. wk		New York	Boston—(B	Philadelphia
1 4	PERRY COMO (Victor) "No Other Love"	3	5	2
2 1	PAUL-FORD (Capitol)	1		
3 2	EDDIE FISHER (Victor)	2		3
4 3	PERCY FAITH (Columbia)	4	9	1
5 6	AMES BROS. (Victor)	7		
6A 10	FRANK CHACKSFIELD (London)			9
6B 7	HILLTOPPERS (Dot) "P.S. I Love You"		1	
8 5	LES BAXTER (Capitol)		77	5
9 8	ANA TOURS A. TO FOUR AND	***		
10 18	*C'est Si Bon". EDDIE FISHER (Victor) "With These Hands".		4	4
11A 12	DARRELL GLENN (Valley)	9	3	
11B 8	PEE WEE HUNT (Capitol)		6	
	The contract of the contract o			

FIVE TOP ALBUMS

17B 14

ME & JULIET **Broadway Cast** Victor OC 1012 EOC 1012 LOC 1012 EOA 458

PERRY COMO (Victor) "Say You're Mine Again"

KAY STARR (Capi(ol)

"Allez-Vouz-En"

KAY STARK (Capitol)
"Half a Photograph"

JUNE VALLI (Victor)
"Crying in the Chapel"

MONTE KELLY (Essex) "Tropicana"

RICHARD HAYMAN (Mercury)
"Ruby" FOUR LADS (Columbia)
"Down By the River Side" HILLTOPPERS (Dot)
"I'd Rather Die Young

> CAN-CAN Broadway Cast S 452 EDM 452

Capitol

VICTOR PRESENTS EARTHA KITT Victor EPB 3062 LPM 3062

WONDERFUL TOWN MUSIC FOR LOVERS **Broadway Cast** Decca DL 9010 DA 937 9-391

ONLY Jackie Gleason Capitol H-352

VARIETY 10 Best Sellers on Coin-Machines

1. I'M WALKING BEHIND YOU (10)	Eddie Fisher Victor
1. I'M WALKING BEHIND YOU (10) 2. VAYA CON DIOS (6)	Paul-Ford
3. OH! (4)	Pee Wee Hunt Canital
4. SONG FROM MOULIN ROUGE (12)	Percy Faith Columbia
5. SAY YOU'RE MINE AGAIN (12)	Perry Como Victor
6. RUBY (11)	Richard Hayman Mercury
7. APRIL IN PORTUGAL (12)	Les Barter Capital
8. YOU, YOU, YOU (3)	Ames Bros Victor
9. ANNA (2)	Sulvana Managno M.G.M.
10. NO OTHER LOVE (3)	Perry Como

Second Group	
CRYING IN THE CHAPEL	Res Allen - Dagge
CRYING IN THE CHAPEL	Darrell Glenn Valley
ID KATHER DIE YOUNG	Dat
CEST SI BON	Eartha Kitt Victor
SONG FROM MOULIN ROUGE	Montavani London
THE NEARNESS OF YOU	Boh Manning Canital
TENNESSEE WIG WALK	Bonnie Lou King
	Kay Starr Capitol
GAMBLER'S GUITAR	Rusty Draper Mercury
P. S. I LOVE YOU	Hilltoppers Dot
DOWN BY THE RIVER SIDE	Four Lade Columbia
WITH THESE HANDS	Eddie Fisher
TV RHUMBA	Pub Patchaldas Mood
The state of the s	Patti Page
Figures in parentheses indicate number of weeks song	has been in the Way 101
Solid .	nas oven in the 10p 101

Tex. Judge Awards Rights Love" and "My Heart's in a Mess, | New K.C. Symph Lineup

To Songs to Songwriter

Dallas July 28:

Ruth liminett, who specin writing
Music Publishing-Co-had-no-claim its-20th-anniversary-this year, will his been awarded all Judge Paine L. Bush in 68th dispersion of the cleffings. They intrict court ordered "full and complete release" of her songs to her.

Songs to Songwriter

Last Aug. 23 she started procleding here so the Jim Back
Orchestra, which is celebrating offer 20 subscription concerts, four hou con, has been awarded all Judge Paine L. Bush in 68th dispersion concerts, in addition to 20 children's concerts, in addition to 20 children's concerts, in the 1953-54 season.

Everybody Now On a Hi-Fi Jag; Big Consumer Push Tees Off in Sept.

The high-fidelity kick, which in past has been limited to a related for the mass confiner level this fall with a flock

Music Riz in Go

sound on 788 put "cut off" a part of the sound spectrum und on the slow speed plat-the emphasis of disk critics lality recordings also has spark mass interest in the

Columbia Records was the firs company to enter the hi-fi t with its "360" machine this year. Priced at around the Columbia machine was osed setup. Heretofore, the bugs had to buy individual ponents and assemble them in own furniture.

line of phonographs, priced \$150 upwards. In addition, r also plans to service the with individual components, luding record players, ampli-

veral smaller companies, spe-zing in audio equipment, also beginning to market complete-ssembled hi-fi units for the market. Sam Goody, the N. Y. bridge, Mass., demonstrated a l priced unit in N. Y. last week.

Dolores Martel Getting The Buildup Treatment As RCA Disk Potential

diskery is footing all ex-es, including that of gowns Miss Martel, in an effort to her to the deejays and the

diskery has already begun iser mail campaign to the ys via a jigsaw-type picture

s Martel, who was formerly ist with Tony Pastor's band, e daughter of a worker in Victor's Camden plant.

CHI TIFFANY LABEL TO BOW NEXT MONTH

Chicago, July 28.

topped by Henry E former Hearst executive

Richard Hayman, Mercury Records eastern pop artists & reper-ourse chief, back at his New York took after a quickle to Boston asting distributors and deejays.

Music Biz in Gotham

Irwin Dash, Ango-U. S. publisher in Dash, Ango-U. S. published ongwriter who has been rejoin New York recently, is cring the music business as er with bandleader Teddy lin the latter's publishing Tee Pee Music.

sh, a former partner with Reg elity in the British Dash, ConMusic company, sold out his

nelly Music company, sold out his share of the firm to Connelly. Dash

Kapp to Head Up **Camden Records**

\$3.

The new operation is currently being scheduled to bow this fall, probably in October. Kapp is now in the process of negotiating deals with recording artists and setting up the distrib system.

STAN KENTON SET FOR FIRST EUROPEAN TOUR

successive dates in Sweden, ark, Germany, Holland, Bel-France, Italy, Switzerland

Anna Magnani to Bow On Indie Disk Label

star to hit the U.S. wax market via the soundtrack disk route. Syl-vana Mangano scored several months ago with M-G-M release of

Quits Reading, Pa., Opera

Reading, Pa., July 28. Borelli has resigned

ne will continue to lead the Mu-nicipal Band in its summer con-certs and also organize and con-duct a music program at Stone Harbor, N. L.

Major Diskers Prep Big Push For Kiddie Line

s, will take on some kid (Continued on page 108)

S-B Upheld in Claim Against Vogel Lyric On '12th Street Rag

The court ruled that the origina instrumental was owned fully and

CARLTON NAMES GELLER VICTOR REP ON COAST

Hollywood, July 28.

Hamp Scrams Jazz Date Over Billing

Harbor, N. J.

Theodore C. Walker, instructor man failed to comply with the top of vocal music at Reading High star billing status guaranteed in School, was named to the post.

Little Esther to Decca Little Esther, juve rhythm & Col, RCA Set Sights on Banner les songstress with King Rec-Disk Biz in Fall; Map Campaign

BMI Paves Way For Opera B'casts

DON GENSON EAST FOR **DUCHESS MUSIC POST**

Coast office and is currently lin-ing up a replacement for Genson

Omaha Ops Say ASCAP Fees Would Kill Jukes

upped from 29c; to 89c, and machines from \$325 to \$1,090. EHis said, "The operators could not make it with any more added license fees."

Grayson Sets Tex. Dates Dallas, July 28

Hollywood songstress Kathryn Grayson will have three dates in this area when she embarks on her career as a concert singer.

She will open on Oct. 30 in Houston, then will appear here at the State Fair Auditorium on Nov.

Freddy Martin's 1,000,000 Records are shooting to make fall a record season for disk Both of the platter powerld have prepped elaborate mer have prepped elaborate mer dise and promotion campaign

Cap, Victor Caught In 'Dragnet' Tune Row Over 'Official' Claim

ARMSTRONG SET FOR INVASION OF JAPAN

APLEFIE DISK JOERN					11:	Fitch- Low-	Wor- Con-		_	Gon-	Rich	-	_		Phoe	Long	
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New York Capiful Return to Paradites 5 8 10 10	o¦-	June	Victor	*Crying in the Chapel			5				4						
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1	6	Jenny	Vogue	*He Loves Me	יייי ייי				2								
15 Perry Como Victor Say You're Mine Again 9 1 2 1 1 1 1 1 1 1 1	1 2		Capitol	*Pretend					3							9	
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7 Kay Start Capitol *Allez-Vous-En 9 1 Doris Day Columbia *Kiss Me Again Stranger 1 1 Liber ace Columbia *T Am Loyed 1 1 Liber ace Columbia *T Am Loyed 1 1 Liber ace Capitol *T Am Loyed 4 1 N Gintol *T Am in Loye 6 10 8 1 Bob Manning Capitol *T Am in Loye 9 *T Am in Loye 2 9 Frank Sinatra Capitol *T Wuby 2 *Auton 10 Les Baxler Capitol *T Wub *Auton *Auton 8 1. Hutton-A. Stordah *Capitol *Auton *Auton 2 Inga Wujerhaller *Auton *Auton *Auton 2 Bob Bachelder *Nood TV Rhumba *Auton *Auton		Paul-Ford	Capitol	*Johnny			10								2	c	
Doris Day Columbia Kiss Me Again Stranger Liberace	7	Kay Starr	Capitol	*Allez-Vous-En			. 6									: :	
Liberace Columbia I Am Loyea	7	Doris Day	Columbia	rkiss Me Again Stranger											: -		
9 Nat (King) Cole: Capitol † I Am in Love 1 Bob Manning Capitol † All I Desire 9 Frank Sinatra Capitol *I'm Walking Behind you 10 Les Baxter Capitol *Ruby 8 J. Huton-A. Stordahl Capitol *Say You're Mine Again 2 Hugo Winterhalter Victor *The Lover's Waltz 2 Hugo Winterhalter Docca *Organ Grinder's Swing 2 Bob Bachelder Mood TV Rhumba	- -	Liberace Helen O'Connell	Capitol	Rub-a-Dub-Dub		1											
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VARIETY Scoreboard

TOP TALENT AND TUNES

Compiled from Statistical Reports of Distribution Encompassing the Three Major Outlets

Coin Machines Retail Disks Retail Sheet Music

as Published in the Current Issue

NOTE: The current comparative sales strength of the Artists and Tunes listed hereunder is arrived at under a statistical system comprising each of the three major sales outlets enumerated above. These findings are correlated with data from wider sources, which are crehisive with VARIETY. The positions resulting from these findings denote the OVERALL IMPACT developed from the ratio of points scored: two ways in the case of talent (disks, coin machines). and three ways in the case of tunes (disks, coin machines, sheet music).

TALENT

This Last Week Week		TUNE
1 1	EDDIE FISHER (Victor)	(I'm Walking Behind You) With These Hands
2 4	PERRY COMO (Victor)	No Other Love Say You're Mine Again My One & Only Heart
3 2	LES PAUL-MARY FORD (Capitol)	Vaya Con Dios
4 3	PERCY FAITH (Columbia)	
5 9	PEE WEE HUNT (Capitol)	
6 6	HILLTOPPERS (Dot)	
7 7	AMES BROS. (Victor)	. You, You, You
8 5		
9	EARTHA KITT (Victor)	. C'est Si Bon
10	FRANK CHACKSFIELD (London)	

TUNES

POSITIONS (*ASCAP. †BMI)	
Week Week TUNE	PUBLISHER
1 2 *I'M WALKING BEHIND YOU	Leeds.
2 1 †SONG FROM MOULIN ROUGE	Broadcast
3 3 *VAYA CON DIOS	Ardmore
4 4 *APRIL IN PORTUGAL	Chappell
5 5 *NO OTHER LOVE	Williamson
6 6 *RUBY	Miller
7 8 CRYING IN THE CHAPEL	
8 7 +vou vou vou	Mellin
9 *Oh!	Feist
10 *P.S. I LOVE YOU	

RETAIL SHEET BEST SELLERS

R	sales from and ratin *AS	PARIETY treey of retail sheet music is based on reports obtained a leading stores in 10 cities showing comparative sales ig for this and last week. ICAP + BMI Title and Publisher	New York, MDS	Indianapolis, Pearson's	Boston, H. N. Homeyer	Chicago, Carl Fischer	Rochester, Neisner Bros.	Philadelphia, Charles DuMont	Minneapolis, Schmitt Mus. Co.	Detroit, Grinnell Bros.	St. Louis, St. Louis Music Supply	San Antonio, Alamo Piano	TOTAL POINTS	
1	1	†Moulin Rouge (Broadcast)	3	1	1	2	2	1	3		2	1	83	
2		*April in Portugal (Chappell)	5	3	4	_1_	5	2	7_	2	_1_	_3	_77	
3		*I'm Walking Behind You (Leeds)	4		3	3	1	4	5_	1.	_3_	_2_	76	
4		*Ruby (Miller)		4	2	_ 9_	6_	9	6_	3	_5_	_4_	51	
5	4	*I Believe (Cromwell)	2	2	10	7	7	8	8		4	_7_	44.	
6	4	*No Other Love (Williamson)	6	5		4		3_	10	10		$_{-6}^{6}$	41	
7	6	*Vaya Con Dios (Ardmore)				6		7	2_		10	9	31	
_ 8		†You, You, You (Mellin)	8	9		5		6				<u> </u>	_26	
_ 9		†Crying in the Chapel (Valley)	9		9	•••	4		•••	5_	_7_		_21	•
10		*P. S. I Love You (La Salle)	7	6	• •	••		••		6	6		_19	
11		*Limelight Theme (Bourne)	• •	7		<u> </u>	•	••	4				_17	
12		†Your Cheatin' Heart (Acuff-R)		• •	6	8	8	••				10	12	
_13		Oh! (Feist)			8	••	<u> </u>		-	4	· ·		10	
14		*The Breeze (Bringin' Back) (Leeds)	• •	••	7		<u> </u>			8	9			
15	8	Say You're Mine (Meridan)	••	••	••	10	9	10	<u> </u>	••	. • •	8	7	
			_	-										1

AFTRA Preps Showdown With AFM In Tiff Over 'Talking Tooters' On TV

Flanagan's 60G In 19 1-Niters

Continuing as pacemaker of the current crop of dance bands, Ralph Flanagan's orch racked up a \$60,000 gross on 19 one-niters through later June to mid-July Flanagan went into the percentage bracket on 10 of the darts.

The muslerew has been booked into the Roosevelt Hotel, New Orleans, for four weeks in December and then follows for an equally long stand at the Palladium in Hollywood. Flanagan also has several college dates, Including a \$6,000 price for a two-night stand at Duke Univ. in November.

Another Space-Tuner
Ottawa,

Editor, Varity
Jimmy Kennedy's swell space, youter, on the Songs of the Gay
(Nineteen) Nancties missed only one—'Oh Father Dear Fither, Zoom Home With Me Now, Through a Million Lightycars of Time!'
Which reminds me that my new song, 'My Embelieving Heart,' is probably the first science-fiction ballad. Three of its lines go:
We're a milion light-years apart, A space ship to stars or Frants, That wouldn't be even its lines go determined the controversy. But national excess secretary George Idelters in the Juny 18 of the American Federation of The Vision-Radio Actors controvention, adopted a resolution authorizing its leaders to seek a settlement with James C. Petrillo, and failing that, various locals and memberships should take affirmative action 'ms the national board sight date in confabs don't settle the controversy. But national excess secretary George Idelter emphasized these

tive action "as the national board shalf deem appropriate."

Besolution did not indicate what action board might take if confabs don't settle the controversy. But national exce secretary George Heller emphasized that AFFRA is determined to, settle the fight.

"If Petrillo thinks he has more power than all our radio and television performers, he's. In for a him surprise." Heller remarked. "We want an agreement assuring us of our rights, we're not going to give them up," he said.

"We represent singers, actors, announcers and specialty acts—the AFM represents instrumental musicians. If we both work together, we'd help both of our memberships which have a great deal in common. It's about time Petrillo recognized that and didn't raise, a wall between performers," Heller addied.

Resolution stated problem "and them?"

added.

Resolution stated problem "and threat" are national in scope and that prompt solution must be worked out. He charged Petrillo's action in ordering musicians to resign from APTRA is completely illegal and intimated AFTRA action may be based on that.

iong, stand at the, Pathadium in Hollywood, Flanagain also has several college dates, including a sisfono price for a two-night stand at Duke Univ. in November.

Eddie Joy Sees Talent

Tieup as Necessity For Pubs in Era of Disks
Eddie Joy, of the Santly-Jos of Market Pittal Section and Part Andrews Prins, is expanded and the inception of APRA in 1877. He charged the APM, topper with the inception of APRA in 1877, incomposition of the proper with the stay on lop of the changing for the stay on lop of the changing for the stay on lop of the changing for provided the APM, topper with the disker continuing as the point of the provided of the principal state in the making of a time, said Joy, combined operation of publishing and the management field in management of a disk artist is no longer a strange practice." In fact, added Joy, they now go hand in hand. According to Joy, a publisher with the proper strange practice. The fact, added Joy, they now go hand in hand. According to Joy a publisher with the proper strange practice. The publimangers have to be careful, Joy pointed out, that they don't stick their diskers with unsuitable material or brush off other artists in favor of their stablers.

In Joy's managerial stable now are Guy Mitchell, Mindy Carson ent for Columbia while Carey resulty as parted to pure control, so the publisher land with the Four Lands off, big last year when Ray won the stay of the publisher and the proper with a series of cross-country of the publisher and the proper with a series of cross-country of the publisher stall sales program into the field with a series of cross-country dealer meetings scheduled to tee off during the second week in August. Cap's district and branch managers will brief the local dealer meets.

Cap to Hold Dealer

Meets on Fall Line.

Capito Hold Dealer

Meets on Fall Line.

Capito Hold Dealer

Meets on Fall Line will be selected to the field of the proposition of the control of the control of the control of the proposition of the proposition of the proposition of

On the Upbeat

State Fair for ten days starting Sept. 5 Freddy Martin booked for Roosevelt Hotel. New Orleans, from Aug. 27 to Sept. 23.

New York

Jerry Nesler switched his disk key stint to KDEF, Albuquerque Singer Danny Sutton opened the Three Rivers Inn, Syracuse, sterday (Tues.). Erroll Garnergan a two-week engagement at fe Society, Monday (27) use Well, six-year old singer, cted by Music Corp, of America. Rockin' Rudy Hansen, Geim cords pactee, guesting on CBS-7s "Stork Club". Aug. 1. Jerry 19, deejay on WWEZ, New OF-19, in town visiting disk conflies and publishers. Jusque yles out on a deejay trek outfout the midwest. Tony nett chairmaning this year's tional Disk Jockey Week (July-Aug. 1). Singer Amby ghes headlining at the Officers 19, Bowling Field, Washington, one week beginning Aug. 14.

Ireland

Billy Carter planning U. S. trip his band to do Irish clip dates bund next St. Patrick's Day. St. Flahive named baloneer for the summer, planist Luke Riley 19, and basist emil Brenam outfit booked for a return one-nighter booked for a return one-nighter with the phis band to do Irish clip dates pund next St. Patrick's Day. St. Flahive named baloneer for the summer, planist Luke Riley 19, and basist week (20), includes. Morgan plays there Aug. 22.

Albari Trio has had its option picked up at William Penn Tavern Herman Middleman on the piano. Nick Lomakin on sax. Tommy which opened a run at Colonial Manor last week (20), includes planish the crescendo. Hollywood, for four frames. Guy Cherney and dancer Marzera Reown coop his

min bublin Nat Allen's nd in from England for season Plaza Ballroom, Belfast ribler Eileen Bradley pacted for an Beale's band.

Chicago

Chicago

Chicago

Chicago

Chicago

Chicago

Shep Fields playing Pteasure or, Ga'veston, Aug. 22 for two cks Paul Quinchette opens ue Note on Aug. 14 for double me Chuck Foster doing week at Coney Island. Ciney, beging Aug. 14, then moves to Peagle of the Coney Island. Ciney, beging Aug. 14, then moves to Peagle of the Coney Island. Coney beging Aug. 24 mmy Carlyn band has signed th Associated Booking Corperty Gray into Lakeside Park, over, Aug. 14-25. Ken Harris eted for Schroeder Hotel, Milled Howard takes over Aragon ilroom, Chi, Aug. 14 through pt. 4. Charlie Ventura to Prece Lounge, East St. Louis; Ill., three frames beginning July 31. Jack Row's Weblia Mountain Playboys take Harmonicats playing Michigan

Best British Sheet Sellers

(Week ending July 18)

London, July 22.

Limelight Bourne

Moulin Rouge Connelly Moulin Rouge I Believe Walking Behind You Maurice Hold Me, Thrill Me Mills April in Portugal ... Sterling Pretend . Leeds Seven Lonely Days Hot Toddy Aberbach Tell Me You're Mine Chappell Downhearted New World Your Cheatin Heart Wood

Second 12

Have You Heard F. D. & H.
Black Eyed Susie. Cinephonic
Queen of Tonga Connelly
Talk To the Trees Chappell
Wonderful Copenhagen Morris
Windsor Waltz Reine
Golden Coach Box & Cox
Tell Me A Story Cinephonic
Oh Happy Day Chappell
Never in Love Before Morris
Mine Again Victoria
Celebration Rag Wood

Major Diskers Continued from Page 105

chores. Rosemary Clooney and Gene Autry also have been set for a flock of juve sides.

Gene Autry also have been set for a flock of juve sides.

Hecky Krasnow, Col's kiddie division topper, has lined up a new juve series to be tabbed "Introducing the Masters." Platters will present lives of great composers backgrounded with their popular works. Milton Cross will narrate and Rudolph Goehr will conduct the orch. Capitol Records will kick off a new 25c line, Toyland, as well as a new children's package in the 80c price range. RCA Victor is readying release of moppet platters on extended play disks to be peddled at \$1.19, while Mercury has started the ball rolling on a Blue Ribbon Record line, a 25c item. Merc also will step up releases on its Childcraft series.

Decca's juve operations will be presented at its sales meet early next month, M-G-M, too, is keeping its plans under wraps until its sales meet skedded for late August.

Jocks, Jukes and Disks

and juke spins.

Mantovani Orch: "Queen Elizabeth Waltz"-"Royal Biue Waltz" (London). Two musical hangovers from the recent Coronation ceremonies in England that may stir some attention in this country. Both are in waltz tempo and are superbly rendered by the polished Mantovani organization. The "Queen Elizabeth Waltz" is the more beautiful tune and could catch on although that title is somewhat clumsy.

Duke Ellington Orch: "Warm

somewhat clumsy.

Duke Ellington Orch: "Warm Valley". "Bluejean Beguine" (Capitol). Duke Ellington, who recently switched from Columbia to the Capitol label, comes up with a couple of typical sides on this disk. "Warm Valley," one of his own compositions, is an atmospheric number in slow tempo and projected with the instrumental color-

night Ride"-"The One In Your Heart" (Columbia). This is a less familiar side of the Sammy Kaye orch. In place of the saccharine format, Kaye comes up with a good swinging side in "The Midnight, Ride," a fast rhythm tune. The Kaye smoothness, however, is still there. Kaye reverts back to type on "Heart," a highly listenable number in waltz temp. The choral ensemble adds vocal color.

Dolores Gray: "L-O-V-E"."That's Love I Guess." Dolores Gray has been turning out consistently good sides but she slips on "Love." It's not her fault so much as the material's. It's one of those insipial spelling numbers with little impact, It's also another one of songwriter. Bob Merrill's efforts but of little stature. The number of the flip is an improvement, a good ballad with a clever lyric which Miss Gray handles adeptly.

Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine: "Concrete And Steel"-"I've Gotta Have Love" (Kem). Lorry Raine:

Colonnades to Handle Dorsey Bros. Bookings

Tommy Dorsey has turned over his booking assignments to Colon-nades, Inc., a Coast outfit. Dorsey had been booking himself via Tomhad been booking himself via Tondor Associates ever since he ankled Music Corp. of America three years ago, but booking pressure, developed since his brother, Jimmy, Joined the orch three months ago, resulted in the switch to Colonnades.

Vince Carbone, who has been handling the Tomdor booking operation for the past nine months, is expected to take over the same duties for Colonnades, He'll headquarter in New York.

quarter in New York.



CORA

Personal Management: GABBE, LUTZ and HELLER





RCA Victor
Proudly Presents
One of the
Loveliest Feminine
Voices in the
Entertainment
Business Today

DOLORES MARTEL

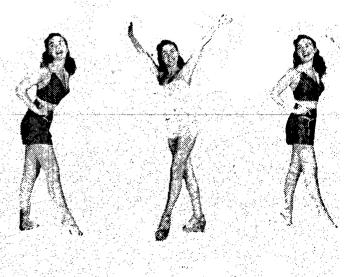
In Her First
RCA Victor Release

THERE MUST BE A WAY

(Some People Have to Learn)

THE HARD WAY

20/47-5399



RCA VICTOR



Inside Stuff—Music

Hefty exploitation of the "Return To Paradise" theme music on the Coast has already had a decided impact, more than a month in advance of the film's opening in Los Angeles. Tune was 21st nationally last week and is in the top five of Los Angeles' d'sk jockey requests as a result of constant plugging. Score, published by Remick, has gained added impetus through the activity of Dimitri Tiomkin and Ned Washington, music and words respectively, who gained an Academy Award for their last year's click on "High Noon."

After matching up their top vocalists in wax duets, the major diskers are now teaming their musical directors on strigle releases. RCA Victor's Hugo Winterhalter and Henri Rene made their, first platter together on a couple of tunes titled "Elaine" and "The Velvet Glove," both instrumentals. Rene plays the musette, an accordion-type instrument, while Winterhalter batons.

Capitol Records' monthly slick mag. Music Views, is now up to a circulation high of 500,000. Mag, which covers music and recording biz generally, is peddled to dealers and distributors for an annual fee of \$1. It's edited by Robert E. Johnson who replaced Bud Freeman about six months ago. Johnson previously worked on the AP feature desk in New York.

AMSTERDAM SYMPH SET | Jerry Wayne Waxes FOR 1ST U.S. TOUR IN '54

The Concertgebouw Orchestra of Amsterdam will make its first tour of the United States next year, from Oct. 13 through Dec. 2, 1954. Orch. is regularly conducted by Eduard Van Beinum and Rafael Kubrlik.

Van Beinum will accompany the group to this country, and Kubelik also is expected to.

Carlyn Band Moves From MCA to Glaser

Pittsburgh, July 28.
After more than three years with
Music Corp of America, Tommy
Carlyn, Pittsburgh bandleader,
has signed with Joe Glaser for a
one-year deal with options.

One of the stambling blocks was Carlyn's insistence on short locations so, he could be around here and devote more time to the big nitery-restaurant, he opened results in Pure transfer cently in Brentwood district. Orch's first booking for Glaser will be at Surf Club, Virghnia Beach, where Carlyn opens Thursday (30) with Helen Forrest.

For Philips Label

Icondon, July, 21.

Apart from recording four numbers from "Guys and Bolls" on the Philips label, Jerry Wayne, who's currently costarring in the London production at the Coliseum, has also waxed some of his own compositions for the same organization.

With Julie Wilson, costar of the London edition of "South Pacific," he has duetted two of his own numbers. "Guess We'll Have to Talk About the Weather" and "Over and Over Again." As a solo effort he has also cut "What More Can I 'Do?" and "Lasoo."

McGregor Joins Bourne In Exec Liaison Spot

Charles McGregor joined Bourne Music this week as liaison between firm's topper, Saul H. Bourne, gen-eral professional manager Jerry Johnson and staffers. He'll also work on Bourne's standard items as well as contact record com-nances

panies.
McGregor previously had been in tele production, partnered with Al Gannaway and Henry Morgenthau 3d.



GEORGE SHEARIN

BODY AND SOUL

IHEAR A RHAPSODY

MGM 11493

THE GREATEST NAME



701 SEVENTH AVE., NEW YORK 36. N.Y

Disk Companies' Best Sellers...

CAPITOL	ANTIST
1. VAYA CON DIOSLes Pa	
2. HALF A PHOTOGRAPH	
3. OH!	
SAN 4. APRIL IN PORTUGAL	Les Baxter
	Jean Shepard
I'D RATHER DIE YOUNG	
COLUMBIA	
1. HEY JOE SITTIN' IN THE SUN	Frankie Laine
2. SONG FROM MOULIN ROUGE	Percy Faith
SWEDISH RHAPSODY	
3. DOWN BY THE RIVER SIDE	and the second of the second
4. 1 BELIEVE YOUR CHEATIN' HEART	Frankie Laine
5. CHEEGAH CHOONEM Rose	mary Clooney
STICK WITH ME	
CORAL	
CORAL 1. TOYS J AIN'T GONNA DO IT MINAT HADDONIO TO THE MUSIC T. Pro-	Eileen Barton
J AIN'T GONNA DO IT	
2. WHAT HAPPENED TO THE MUSIC . T. Bree GLAD SONG	ver-D. Cornell
3. PLEASE PLAY OUR SONG	Don Cornell
IF I SHOULD LOVE AGAIN 4. I JUST WANT YOU	Iack Richards
IDA, SWEET AS APPLE CIDER	ouck inchatus
5. GRIMM FAIRY TALES (Brunswick)	Jazzbo Collins
DECYCA	

	ECCA FALSE LOVE	Four Aces
	DON'T FORGET ME CRYING IN THE CHAPEL	. Rex Allen
3.	I THANK THE LORD PRETTY BUTTERFLY DON'T LET ME DREAM	Mills Bros.
	ORGAN GRINDER'S SWING HONEY IN THE HORN	Four Aces
5.	HOT DOG RAG THAT OLD RIVER LINE	Red Foley
	NUCLOS	

1.	TERRY'S	THEME	FROM I	IMELIGHT	Frank Chacksfield
				M LIMELIGHT	
2.	RAMONA	kai i	in the second second		Mantovani
	CHIOTIT	A MIA	4.00		

SONG FROM MOULIN ROUGE Mantovani
VOLO COLUMBO

LAMBETH WALTZ QUEEN OF EVERYONE'S HEART DUMMY SONG Anne Shelton Ted Heath WONDERFUL ONE

MERCURY ...

1.	GAMBLER'S GUITAR FREE HOME DEMONSTRATION	Rusty Draper
2.	BUTTERFLIES THIS IS MY SONG	Patti Page
3.	ETERNALLY SIMONETTA	Vic Damone
	FOR ME, FOR ME	Georgia Gibbs

THUNDER AND LIGHTNING Georgia Gibbs
RUBY Richard Hayman

M-G-M

1. MY LOVE, MY LOVE		oni James
TOURE FOOLING SOMEONE		
2. I WON'T BE HOME NO MORE	Hani	k Williams
MY LOVE FOR YOU (HAS THE		r Milliatità

ANNA
I LOVED YOU

Sylvana Mangano

YOUR CHEATIN' HEART Joni James
I'LL BE WAITING FOR YOU
INDIAN SUMMER George Shearing
APPRECIATION

RCA VICTOR

YOU, YOU,		,,,	 	 Ames	Bros
ONCE UPON	NE				

NO OTHER LOVE Perry Como

LM WALKING BEHIND YOU Eddie Fisher
JUST ANOTHER POLKA

C'EST SI BON AFRICAN LULLABY

WITH THESE HANDS WHEN I WAS YOUNG

Coast Terpery Tests Dime-a-Dance Policy

Santa Monica, July 28. The old "dime-a-dance" policy if the middle 1930's will be tested gain, starting Saturday (31) at the ircus Gardens, terpery located on he amusement pier here. Baltnom is settling up a ticket booth self coupons at a nicket giece out, naturally, it takes two to mago. There will be no hostesses.

Policy starts off with the book-g of Jerry Fielding's orch, which ill alternate on the dance chores

with Joe Houston's crew. Terpery with Joe Houston's crew. Terpery also is arranging for a loge section of some 2,000 seats where a flat charge of 50c will include dancing privileges for the entire evening.

Col. RCA

the standard \$5.45 price and expects it to be the sales leader for the fall-winter season just as Tos. canini's Beethoven Ninth Symphony was last year. Latter sold 80,000 sets, last year before Christmas, with each set contain-ing two LP platters at about \$11 apiece.

In addition, there will be other In addition, there will be other symphonic and operatic releases, including a set titled "Classical Music For the People Who Ituz Classical Music" and the Old View Company's version of "Macheth" In the juve field, Victor is issuing for EP sets with story scripts in go with the classical music conducted by Victor's top massires, Victor has also formatted a "Concert Cameo" series of shorter classical works on EP and Liv.

The pop package will be add by

classical works on EP and Li. The pop package will be led by Hugo Winterhalter's rendition of Gershwin's "Rhapsody In Blue" and "Grofe's "Grand Canyon Suite," with plaints Bryon Janis featured. This will be issued on the lower-priced Bluebird label. Columbia's fall catalog additions were mapped to have a wide range from the per unit \$5.45 LP platters to elaborately-formatted limited edition packages selling up to \$100. Among the projected releases will be another section of Pablo Casals Festival series and a literary series, which will feature a dozen prominent authors in readings of their nent authors in readings of own works:

Columbia also is planning a consolidation of its catalog to cut out platters which haven't moved fast enough and to recouple other disks. onto one LP platter. Diskery will also issue a \$3.95 12-inch LP in the pop field.

Stan Stanley, general professional manager of Chappell Music, heads to the Coast Friday (31) for a three-week stay.











PETE CANDOLI



LIKE EVERYONE in show business, we've known the thrill of discovery... the thrill of finding new talent.

We've held their hands as they made their first records-we've hoped with them-we've dreamed with them - we've bitten our fingernails with them - now and then, we've tasted the joy of success with them, watching with pride as many have gone on to further success in motion pictures, television, radio.

And our taste has never become jaded by repetition. Each time is as the first time. This is the wonder of the birth of a star.

You'll recognize these "unknowns" of the past on our proud list of discovery ... Stan Kenton, Billy May, Nat "King" Cole, Kay Starr, Les Paul and Mary Ford, Margaret Whiting, Ray Anthony...the list goes on.

Here are more names we're hoping will be added to that list. We know they're good. We know their first records are good.

And they know their names on the Capitol label means our star-building experience is working for them.

VICKI YOUNG

(I Love You So Much and Ricochet)

Nevada's \$2,000,000 From Vegas Greens Canada Musicians Union In '53; Hotel Projects Still Booming

With summer traffic on the rise and gambling take increasing, talk of tightened money around the country doesn't ring any kind of hell in Vegas. Overall state tax returns from gaming sources for first six months of '35 point toward an approximate treasury chunk of \$2,000,000 for entire year, according to present estimate, upping last year's slice by about \$300,000.

The local boom is still on and many promoters are on the loose attempting to cash in while sucker bucks are floating around in quantity. Loot for new hotel enterprises, however, is generally brought in from out of town although some venturesome settlers are looking for a chance to "buy in" if the deal looks profitable.

From an architect's plan to a completed structure is a long jump hecause of tightened controls in Gov. Charles Russell's tax commission setup. Eight men govern the destines of any combine seeking to cash in on legalized gambling in Nevada. These watchdogs who meet in Carson City are no pushovers. Representing all fields of the state's economy, the commission carefully considers every application for gambling license. On the board are Robert Allen, public service commish head; Norman Brown, cattle industry. W. D. Park, agriculture; Gordon Lathrop, bank will spoet an ice, skaling naviling and in the surries of the state's economy, the commission skyward seven stories, the luxury spa with several penthouses, agriculture; Gordon Lathrop, bank will spoet an ice, skaling naviling mention of the board are Robert Allen, public service commish head; Norman Brown, cattle industry. W. D. Park, agriculture; Gordon Lathrop, bank are looking for a chance to "buy fn" if the deal looks profitable.

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New Casablanca Setup

While waiting the nod after pre-senting an earlier request for gam-bling privileges, the Casablanca holel group reorganized after the commish frowned upon certain Miami interests in the application. New partners include Harpo and

10 he located near McCarran Field. Sligoting skyward seven stories, the luxury spa with several penthouses, will sport an ice skating pavillon on the roof, according to promoter Lou Davidson. Davidson has also announced plans for Reno's first re-sort hotel to be named Desert Inn of Reno. of Reno.

of Reno.

With a boom going on in rise of commercial and residential structures, there is also a rise in unemployment. Attracted by puffed accounts of local outlook, many floaters drift into fown in search of work, but find the picking rough. Even the gambling industry cannot absorb all the dealers and shills listed on "active" employment lists.

The praise-boys have been en (Continued on page 115)

Disclaim Tie With CAVA

The Canadian Musicians Union has disclaimed any agreement with the Canadian Assn. of Variety Artists, which has been claimed by that organization.

CAVA, it's been stated, was started by Jerry Bourque, an agent on the unfair lists of the American Guild of Variety Artists. Latter union will not deal with him until he clears himself.

ETHEL SMITH PACTED FOR BUENOS AIRES DATE

Paris, July 28.

Ethel Smith has been signed for a four-week deal at the Opera Theatre, Buenos Aires, by Paris agent Felix Marouani, working in conjunction with the William Morris Agency in New York. Organist is to double into two radio shows while working that house.

Miss Smith will be getting a reported \$3,500 weekly in the Argentine house.

'Capades' 146G for Seven In Milwaukee Al Fresco

Milwaukee Al Fresco
Milwaukee, July 28.

"The Ice Capades," in seven
performances at Milwaukee Stadium, pulled 102,230 patrons last
week. Net return, according to
slow promoter, Ben Kerner, was
\$146,395, which he claimed was an
alltime record.
This was the first time an ice
show had been held outdoors here,
with the Milwaukee Braves ball
park as proving ground.

Reopen N.Y. Celeb Club

Alan Gale will reopen the Celebrity Club, N. Y., Sept. 11. He has been operating this spot. on the site of the old-La Martinique, for several years.

Vaude, Cafe Dates

New York

New York

New show going into the Copacabana, Aug. 6, to be headlined by Al Bernie, making a quick repeat. Betty Reilly and the Clark Bros.

Nelson Eddy pacted for the Chez Paree, Montreal, Sept. 28.
Bimbo Guintoli, operator of 365 Club, San Francisco, slated to return to the U. S. from a trip to Italy Aug. 31. Lou Seiler, who recently completed a legit stand at the Starlight Theatre, Kansas City, back on the nitery beat at the 500 Club, Atlantic City.

Ted Lewis tagged for the Riverside, Reno, Sept. 7 to follow a four-week date at the Sahara, Las Vegas, starting Aug. 4. Three Suns into the Capitol Theatre Washington, Aug. 30.

Vie Damone slated for the Chez Paree, Montreal, Oct. 5. Marguerite Plazza booked into the Edgewater Beach Hotel, Chicago, Aug. 14. Cafe Society Downtown, N. Y., has signed Pee Wee Hunt and Rosario Imperio for Aug. 24.

Philadelphia

Philadelphia
Fran Carroll's options have been picked up for an indefinite period at the Astor Lounge ... Rudy Vallee stopped in at the Cambridge Club on a recent visit and disclosed that next season he will do a one-night concert series. Tour kicks off at the Academy of Music here ... Lou Berg is readying a new midtown nightspot around Broad and Walnut. The spot will open latter part of August.
Big Bills reopentd last week after a two-week renovation. The place sports brand new drapes in an Egyptian motif covering the walls and both stages draped in coral red . Texas Sheridan, at the Wedge, is a niece of TV songstress Helen O'Connell ... Ronnie Sterling remains as the laughmaker at Ciro's:

Hollywood

Wednesday, July 29, 1953

Hollywood

Bobby Short, who has racked up several long run records in many of the town's intimeries, etching four sides independently. Jilla Webb, current at the Crescendo, etched four for M-G-M Records. Robert Ryan sings Frank Loesser's "I Wish I Was A Willow on a River Bank," in "Alaska Seas," his first film singing stint. Roger Warner Chorale, under contract to Capitol Records, got an okay to etch three folktune albums for Layos Records which deals only with schools, churches, and organizations and hence isn't considered competition Robert Dale, a cantor at a local temple, doubles as a film singer Western Air Lines inaugurated a "tunes while traveling" gimmick, playing tape-recorded music during flights.

Jack Teagarden, at the Royal

playing tape-recorded music during flights.

Jack Teagarden, at the Royal Room here for the last several months, departs September 13 to be replaced for six weeks by Red Nichols. Teagarden wil tour the East. Red Norvo opens Thursday (30) at Fack's, San Francisco Jerry Mulligan and Florian Zabach Signed with Associated Booking Corp. Noro Morales will one-night his way back east to play the N.Y. Daily News Harvest Moon Ball Burl Ives set for a stand at the California State Fair, starting Sept. 8. Count Basie working his way around to a western string of one-nighters through Nevada, Arizona and California before invading the Pacific northwest in September Betty McGuire quartet opens next week in Honolulu for an eight-week stand Helen Humes at Cafe Gala here for an indefinite stand Buddy Baker set to do the score for "Free and Easy." upcoming indie film produced by Clarence Greene and Russell Rouse.

wintertime, Gale operates a spot of the same name in Miami Beach ler's Coak Baltroom Aug. 6. Pinants Jeanne McKenna operate at Dundee Dell here. Outfits touring state include Tommy Morgan, Mastin Trio.

Chicago

Victor Borge to headline Chi Tribiune's music festival at Soldier's Field Aug. 22. Chordettes are also on the bill... Johnny Desmond and Les Paul & Mary Ford booked for fortnight at Chicago Theatre Aug. 7. Rossi & Cliff Keyes and Buck Bronson.

(Continued on page 115)

BOBBY BRANDI

VARIETY

"Bobby Brandt warms up the crowd in the opening slot with his effortless terpology. Assured and graceful he blends vintage cleat work with some standout modernisms and nipups. Gets off a fine interpretive dance routine to "Hot Canary." His flips in closing sequence are tops."

BILLBOARD

Brandt's acro-stepping gets the bill off to a start. Lad draws a big hand for torrid footwork and definitely knows how to sell_himself-

After Completing a successful 2 year tour of Europe has recently appeared at—

- LATIN CASINO, Philadelphia
- **TOWN CASINO, Buffalo** (2 weeks)
- CASINO THEATRE, Toronto
- **KATE SMITH TV PROGRAM**

- RADIO CITY MUSIC HALL N. Y.
 - (4 Weeks-Repeat Engagement)
- **CHEZ PAREE, Montreal**
- ELMWOOD CASINO, Windsor, Ont.
- THIS IS SHOW BUSINESS

- CURRENTLY 3RD WEEK -

PARAMOUNT

NEW YORK

Thanks to HARRY LEVINE and BOB SHAPIRO

Appearing on ED SULLIVAN'S "TOAST OF THE TOWN" CBS-TV on August 9

Opening August 28 CANADIAN NATIONAL EXHIBITION

Thanks to SID TRACY for a wonderful 2 years in Europe—and thanks to JACK ARTHUR, DAVE BOSSIN, JOE POSNER and RUSSELL MARKERT.

Direction MARK LEDDY, LEON NEWMAN

—Personal-Management-LOU-BRANDT

AGVA Wins Move to Get Cafes Out Of Taft-Hartley Control in Chi Decision

Chicago, July 28.
ast week's decision by the Naal Labor Relations Board here,
it had no jurisdiction in the
abble between the American
id of Variety Artists and the
e Owners Guild of Greater Guild of Varlety Action (Cale Owners Guild of Greater Chicago, is regarded as the opening of a campaign that may ultimately take niteries and other fields where variety performers work out of the jurisdiction of the control of the control of the cale of the

ricks where variety core out of the introduction of the jurisdiction of the fait-Hartley Law.

The Chicago incident is not yet effectively because the niteries are using the union and its prexy, Boblege, for \$2,740,000 damages as a scult of their fight with AGVA in the question of paying \$2.50 cr-performer per week welfare mpost. If the Federal court also lectimes jurisdiction in that field, hen it's seen that union will have son a complete victory on that welfare levy violates the T-H aw because the union didn't negotiate with the bonifaces on that coint. AGVA, on the other hand, holds that nightclubs are not united. tiale with the bonifaces on that foint. AGVA, on the other hand, holds that nightclubs are not unfiller T.H. jurisdiction, because no interstate commerce is involved. Also on AGVA's side is the argument that it has an arrangement in which employers are represented because of its trusteeship arrangement.

Tempers Still Hot
Legal tempers continue hot in the COA's dispute with AGVA over the union's welfare fund. Attorneys for cafemen insist that the NLRB executes jurisdiction on a discretionary basis and that the board has refused to act in this case only because it has not acted on similar cases in the past.

Ross M. Madden, regional director of NLRB, states that he does not desire "to add any fuel to the fire of either side in the contest" but makes reference to his recent correspondence to the cafemen which reads, in part, "It does not appear that further proceedings are warranted, inasmuch as a sertion of jurisdiction at this time

appear that further proceedings are warranted, inasmuch as ascrtion of jurisdiction at this time would not effectuate the policies of the Act (Section 8 of the National Labor Relations Act). I am, therefore, refusing to issue complaint in this matter."

Accordingly, AGVA attorneys have grown optimistic. They included to cite in court NLRB's refusal to take action as additional reason for the dismissal of a pending injunction and damage suit.

Ernie Fast, AGVA's midwest director, said that he is trying to line up support from other local AFL organizations.

AFL organizations.

Ernie Fast, Chi AGVA director, mnounced that he intends to black out" all of Chicago to force leviates from the union back into good standing. The only members who wilf be allowed to work are tonafide performers approved by AGVA. working with agents in good faith and for bonafied cafe

Contracts must first be approved tontracts must first be approved by an AGVA office before a performer will be permitted to work. Fast is currently preparing correspondence to notify all agents in the country, and all AGVA branches, of his intentions.

Lewis Pays \$1,000 Fine For Cuffo Ciro's Stint

Hollywood, July 28.

Jily Lewis decided that it was better to give than to appeal, so he sent AGVA a check for \$1,000 in, payment of a fine for doing a cuffo performance at Ciro's sevidal months ago. It was his third such appearance sans pay.

Lewis had notified AGVA's Edde Rio'that he would appeal the fine, but later learned that the coin goes to AGVA's Welfare Fund. He promothy wrote out a

He promptly heck and told Rio to forget the

Aleanwhile, Lewis remains on Fickation for his habit of jumping us and joining a floorshow while ictually a ringsider.

Moore's Maisonette Bow

Maisonette of the St. Regis Hotel N. Y., will reopen Sept. 10, with Constance Moore headlining. She'll-be-there for four weeks. St. Regis' summer operation, the Penthouse, will close the night fetvious.

U.S. Military Academy Gets Into the Act Biz

Omaha, July 28.

Metropolitan Scenic Studios here last week got a contract to equip the new theatre stage at the U.S. Military Academy at West Point.

Prexy William C. Raapke said his firm will install curtains, lighting equipment and rigging for a 50x30 stage.

Joni James Dates Cuing Terperies

As Act Outlets

A new field for record names has A new field for record names has become lucrative both for ball-room operators and talent agencies. As a result of current string of dates for Joni James in the west and midwest, the field is being studied as means of nabbing tall coin for hot disk performers, and other acts.

other acts.
Miss James, during her tour, has extracted as much as \$2,000 per night on these ballroom stands. She's booked in on a percentage deal, usually getting around 60% for her own end, out of which she pays for a local band. Consequently, with no investment, and no necessity of carrying a band with her, she's hitting takes that would be very well for the top name bands.

would be very wen in the corname bands.

General Artists Corp. has been sandwiching in these one-nighters as a bridge between theatre and cafe dates. They've been more rewarding financially than other type angagement.

warding manufally than other type engagements.

Miss James is to be booked on a series of eastern one-nighters.
Shes" set for the Convention Hall, Asbury Park, Aug. 22, and the prospectus is out for other dates in the

pectus is out for other dates in the same areas for next month.

GAC has also been experimenting on the one-nighter route with Mel Torme, and there's the likelihood that they'll route other names on their list through the same kind of stands.

on their list through the same kind of stands.

The booking of singers adds a novelty note to the ballroom circuit. The customers have generally been lured by the bands circuited around the danceries. However, with the paucity of top names in the field, diskers are proving to be a fine substitute. The customer gets an added incentive to come with a singing name. The band accompanying the chirp provides dance music between the singer's sets anyway.

VAUDE SHOW BASEBALL HYPO FOR KAYCEE BLUES

Kansas City, July 28.

Annual vaude show and goodwill party staged at Blues Stadium last Saturday (25) before the baseball game between the Kansas City Blues and the Charleston team of the American Assn. hypoed trade considerably. Saturday games have ordinarily been played in the afternoon, but this one was skedded at night. Attendance was shout 8,000, a 50% increase over ordinary daily attendance.

a 50% increase attendance.

Show is the offspring of Coy Pocagent and songwriter. Poc was on hand plugging the show for about 10 days in advance. Program in couden a Dixierand concert at nome plate at 60 clock, a vaude show featuring the Beachcombers and Tony. Di Parde and songlest at 7 p.m. and the game at 8:15:

11 was also an area goodwill

It was also an area goodwill night, with delegations from sev-eral nearby towns in attendance. The Blues lost the game to Char-leston 8 to 4.

Ashury Renews Aqua
"Dancing Waters." the fountain display imported from Germany by Harold Steinman, has been renewed for a three-week period at the Paramount Theatre. Asbury Park. Aqua-spray-has been at that house for four weeks.
Walter Reade operation is shown in conjunction with a film.

Miranda's 7½G Dates Hollywood, July 28.

Hollywood, July 28.
Carnen Miranda has been signed for a pair of nitery dates at \$7,500 a week each. She's been pacted for the Chez Paree, Montreal, Sept. 21, and for the Beverly Hills Country Club, Newport, Ky., for two weeks, starting Oct. 16.
William Morris Agency set both deals.

Walters as 10%er, Legit Producer

de Parce, Lake Tahoe, Nev., expanding in other directions. Boniface is slated to open a talent agency to comprise generally of entertainers that he has imported rom abroad, and he'll also pro-luce a Broadway musical in the all, for which he has signed Joe

Cass Franklin & Monica Lanch current at the Latin Quarter, will double as head of the talent operation.

eration.

Nitery operators have frequently doubled into management. Barney Josephson, for many years owner of Cafe Society Uptown and Downtown, N. Y., had managed Hazel Sectt, Zero Mostel among others, Monte Proser, in partnership with ad executive Milton Blackstone, has the Portuguese singer Amalia under contract. Other nightclub owners, including Dario of the now defunct La Martinique, also tried defunct La Martinique, also tried their hands at personal manage-

LAMPE ENTERTAINMENT **HEAD OF SCHINE HOTELS**

Gus Lampe has been named entertainment director of all the Schine hotels. Lampe was gen-eral manager of the Schine cirgarded as trouble-shooter for the

The Schine hotels that will come The Schine notes that whi come under Lampe's jurisdiction will be the Ambassador, Los Angeles; Roney Plaza, Miami Beach, Ten Eyck, Albany, and the Boca Raton, Boca Raton, Fla.

27% More Yanks Visit London Than Last Year

The British tourist industry has continued on the upgrade even since the end of the Coronation celebrations. Last month, more than 27,000 American tourists were checked in, out of a total of 94,500 visitors. Since the beginning of the year, the number of U.S. visitors was 27% higher than the corresponding figure a year ago. than the year ago.

year ago.

Forecasting another record-breaking season, Sir Alexander H. Maxwell, chairman of the British Travel Assan, regards the June re-sults as "eminently satisfactory" since a decline in traffic would not have been surprising during the post-Coronation period.

London's Cafe Royal Sold for \$1,600,000

London, July 28.

London, July 28.
Deal involving approximately \$1,600.000 was closed in London last week for the takeover of the Cafe Royal by a city finance house, Leadenhall Investments a n d Finance, Ltd. Its offer to buy up the shares was accepted by more than 90% of the stockholders.

The company offered \$2.00.66.

The company offered \$2.25 for nich of the 55c ordinary shares nd \$2.80 for the preference stock. This is at par value. The chairman of the company, Sir Bracewell Smith, receives \$29,400 compensation for the loss of his office.

Gypsy Markoff's Jaunt

Gypsy Markoff will tour Europe with an all-femme revue.

She'll be accompanied by her personal manager, Jean Rose, a former bandleader who will baton the orch for the show.

Sonja Henie Ties With 'Holiday on Ice' For Extensive Touring Next Season

Abbott-Costello Set

Liverpool, July 28. Bud Abbott and Lou Costello are Bud Abbott, and Lou Costello are are slated to play, a vaule week at the Empire Theatre here starting Aug. 17. This date follows their, London, Palladium stint of two weeks opening Aug. 3. Team is set for a timeup at the Hippodronie, Birmingham, July 27.

AGVA Members Question Strike At Special Meet

The American Guild of Variety Artists has been put into a position of having to answer to its membership. A special emericancy meeting was held last night (Tues) at the Capitol Hotel, N.Y., but there were no tangible results by press time.

Meeting was partially the out-growth of a runip assemblage called the week before by a few tions in the mountain resorts. Un-lon is supporting the pickel lines posted by the international flotel and Restaurant. Employees Union, which is seeking recognition at Grossinger's, Ferndale, N.V., and the Concord, Klamesha Lake, N.V., During the time the entery amon has been picketing, performers have been passing the pickets reg-ularly in order to get to work. Sev-eral of these performers have been called up on charges of working while not carrying their member-ship cars and/or signed contracts. A couple of weeks ago, a delega-

A couple of weeks ago, a delega-tion asked AGVA to call a meeting where this situation could be dis-cussed. Permission was refused by AGVA exces, but the dissidents by AGVA excess but the dissidents last week called the meeting anyway, and spoke against the union's actions in the case of the two struck hotels. More than, 100 attended the palaver. Several AGVA officials were boord down when attempting to speak, A special meeting was subsequently set for last night. Confab was widely advertised, with frequent announcements over the Barry Gray radio show.

show.

Last night's confab was slated to be hot and heavy, with all dissidents wanting to know why AGVA should step in on a dispute of this kind. AGVA, of course, is following regular trade union practices in fills dispute, since it figures that for the price of support at Grossinger's and the Concord, it would get the waiters' and barkeeps' help in Chicago and Baltimore, where the union is currentbarkeeps help in Chicago and Bal-timore, where the union is current-ly engaged in tiffs with nitery operators, Besides, It was explained by AGVA spokesmen, there is a law on the union's books since 1941 forbidding its membership to legally-constituted picket

FARRELL TEAMS WITH MARSHALL VICE NOONAN

Hollywood, July 28. Hollywood, July 28, with Tommy Noonan on his way to becoming a film personality, the former vaude-nitery act of Noonan & Marshall has become Farrell & Marshall.

Tommy Farrell (& McCarthy) replaced Noonan in the turn with Pete Marshall and the team now is rehearsing for a break in on the Coast next month.

Noonan recently completed ile in 20th-Fox's "Gentlem role in 20th-Fox's "Gentlemen Prefer Blondes" and the studio inked him to a two-picture-a-year

sonia Henie will appear with the "Holiday on Ice" show this season. Agreement between Miss Henie and the outfit has been finalized and star will start on a tour probably early next year Agreement was reached last week at Empire. Theatre here starting 17. This date follows their ton. Palladium stint of two is opening Aug. 3.

Sonia Henie will appear with the "Holiday on Ice" show this season. Agreement between Miss Henie and the outfit has been finalized and star will start on a tour probably early next year Agreement was reached last week in Dortmund. Germany, where Miss Henie is currently appearing Morris Challen, president of "Holiday on Ice" made the deal.

Arthur M. Wirtz, with whom Miss Henie, was partnered until three years ago, had sent an offer to Miss Henie, but apparently Bid was turned down.

As presently planned, Miss Henic will four with an enlarged company of "Ice Vogues, which until this year has been the second company of "Holiday." The layout will start the season as "fee Vogues," and when Miss Henic Joins the company, cast will be enlarged and name changed to "Holiday on Ice." With Miss Henic, they will play the larger cities generally.

There are also plans to book

There are also plans to book Miss Henie on a series of outdoor dates in ballparks and stadiums George D-Tyson, show's secutive producer, is lining up dates no producer, is lining up dates not only for this coming season, but for next year as well.

Shows are expected to play towns where liere are no permanent freezing units. Miss Henle has her own tank, canable of freezing a surface, of 180 by 70, while 'Holiday' has 10 such units. Thus fley can go into ballparks and still be comparatively certain of mainbe comparatively certain of main-taining the big freeze at the proper temperature.

temperature.

The amalgamation of Miss Henie and "Holiday" puts a degree of stabilization into the ice field. Last season, the field was thrown into a state of over-production with Miss Henie's show wildcatting her dates. It was felt that too many shows on tour spoil the field as most towns can only support no more than two blg icers in any one season.

the Henic-"Holiday Actually, the Henle-"Hollday" merger reduces the field by one show, inasmuch as they'll be touring only one display at a time. Under present booking conditions, 'Hollday' and "Vogues" were unable to hit the showshops controlled by the Arena Managers Assn., because that organization has arrangements with fis own 'Ice Capades' and 'Ice Cycles,' and has agreements with "Ice Follies."

U.S. Acts Liven Tokyo Scene at Latin Quarter

New Snow at the account of the property of the property of the United States, is headed by Toni la Rue, marimbaist. He was also booked into the Im-perial Theatre for a week's run. perial Theatre for a week's run. Also on the bill at Latin Quarter are the Don Sky Dancers Everly Williams, Ann Lenoire, Beverly Mayo, Evelyn Brill and Rene Mol-

Terpers are booked indefinitely at the Quarter, where they present refreshing change from short-limbed Japanese chorines seen in limbed Japanese chorines seen in other clubs. They get good mitts to their two numbers danced to Jose Controras' good Ellipino band, but visitors' firsh from the U.S. shrug them off as so so talentwise. The girls plan to spend about six months here, playing other spots in Tokyo and Jarger cities.

Twin Coaches Sets Martin For Pitt Nitery Debut

Eckstine to D.C. Casino

Washington, July 28.

The Casino Royal here is continuing bids for top performers. Spot has signed Billy Eckstine for week of Aug. 3 at \$6,500.

Cafe is attempting to get other top attractions for its fall schedule.



TERRI STEVENS

1-2 CLUB TORONTO, CANADA

STAR MANAGEMENT 846 7th Ave., New York BAyside 4-0910



BOR (Bobby) ROLLINS

BAL TABARIN QUEBEC CITY

WILLIAM SHILLING 165 West 46th Str. New York City

COMEDY MATERIAL

FUN-MASTER

\$3.00
GIANT CLASSIFIED ENCYCLOPEDIA
OF GAGS, \$300. Worth over a thousand
No C.O.D.'s BILLY GLASON

200 W. 54th St., New York 19-Dept. V



Just concluded "CASINO ROYALF" Washington, D. C. Thanks LEE ZEIGER

new to them.

(3) To make contacts that will help give them a fresh break in TV:

help give them a fresh break in TV:

"An atmosphere of creation simply radiates from this workslop," says Mel Tolkin, veteran staff writer for "Show of Shows," who first began turning out sketches here in 1947. "By now the "Tamiment touch! has a magical association in show business: When you tell producers you're a Tamiment graduate they automatically know you've been polished into a real TV craftsman."

Typical of the members of the resident company for this July and August is Pat Carroll, a redheaded comedienne, now in her third season here. A couple of scouts saw her clown at Tamiment last summer, and it led to her being hired as a featured regular on the "Red Buttons Show." Slie's currenlly trying out material for single TV acts for this fall.

currently trying out material for single TV acts for this fall.

the 'Red Buttons Show.' She's currently trying out material for single TV acts for this fall.

Factory Speed

She's still surprised at the factory speed at which she and the others labor. A week ago last Saturday, she approached David Rogers, a 25-year-old writer of special nitery material for Nancy Walker and Ethel Smith, spending his first season here. She told him, 'Tve always wanled to do a cockney dialect number.'

Monday morning, he had it written. Sol Berkowitz, a 31-year-old teacher on the faculty of Queens College, had turned out the music. When the number, 'Me Halfred." all about a tipsy chanyonian with a nogoodnick husband, was delivered in the revie. Saturday night. Miss Carroll socked it with as mich zing as if she'd rehearsed it for weeks.

As for Rogers, engrossed in turning out the lyries for another dity. 'The Forgotten Presidents' (Fillmore, Polk and Pierce), he ighs. 'I haven't had eight hours leep since I got here. But they give you so much freedom, and its such a change from cabaret work. I'm having a real ball."

Part of the zeal of the revuers stems, from their cagerness to emulate show biz idols who first sond their talents at Tamiment. The god of the place remains Danny Kave, whose portrait hangs in the No. 1 spot in the heater lobby.

Kaye performed here as a "tumment for the past 33 years, still recealls how Kaye used to ronculse the camp dinner table with his miniery of performing a surgical operation over a baked Alaska.

Washington, D. C.
Thanks LEE ZEIGER
Currently:

"OLYMPIA THEATRE," Miami
Thanks HARRY LEVINE and
ALVIN GEILER

Personal Management KEN GRAYSON
50 Riverside Dr. Susquehanna 7-2624

Alaska.
Carol Channing is remembered
for the way she used to toss off
her shoes while the finale curtain
was coming down and how she
married the camp's headwaiter.
Jerome Robbins, then 17, began

LOU FOLDS

MAGICAL JUGGLER

Starring and Held Over

LATIN QUARTER, BOSTON

Spawns Talent 100 Miles from B'way

By Frank rasky
Camp Tamiment, Pa., July 28.
Though it's 100 miles from N.Y.'s Madison Ave., this crucible for new video acts is fast being recognized in show biz today as "TV's studio in the sunshine."
Why the network tatent scouts are trekking up here in the Poconos isn't, hord to understand. This week, in a 1,160-seat theatre, big ger than New York's Booth legit liouse, and in a 2,200-acre camp, three times the size of Central Park, a company of 60 handpicked youngsters sweat out for the 26th season of what they could earn else would bookkeeper, who initiated the tradition of turning out a new show every week here bick in 1927 and worked at it for 13 sum-

Gleason Show, announcer, for his thesping in comedy roles.

Liebman actually didn't make the break from Tamiment until 1949. Two years before. Pat Weaver, then a Young & Rubicam agency topper, had come around looking for a TV revue for Admiral, Liebman did the trick for this precursor of "Show of Shows" by simply shifting his Tamiment cohorts intact before the camera-including Miss Coca, Sid Caesar, Mata & Hari, Jack Russell, choreographer Jimmy Starbuck, Nelle Fisher & Jerry Ross, and sketch writers Lucille Kallen and Mel Tolkin.

Since 1950, the Tamiment revues (Continued on page 115)

CANOVA. ELLINGTON TO FEATURE DAKOTA SPREE

Chicago, July 28.

Chicago, July 28.
Mitchell Corn Palace package
this year will feature Judy Canova,
Duke Ellington orch and five other
acts. Annual weeklong blowout,
held in Mitchell, S. D., in an edifice constructed of corncobs, is being-booked this year by Associated
Booking Corp.
Big scasonal plum in this territory had been handled in the past
either by MCA or GAC.

Saranac Lake

By Happy Benway

Saranac Lake, N. Y., July 28. Ted Brenner doing extra well on TV. Mary Lou Weaver doing office work in Cleveland, ditto for Laura Sloan.

Patricia Payne, another alumni, okay in Louisville and skedded to narry. Hugh Carney holding executive spot with CBS and Miffred (IATSE) Brown operating in Houston.

ecutive spot with CBS and Milfred (IATSE) Brown operating in Houston.

Walter Romanik, also a grad, managing a business in N. Y. while Eugene Meo is back on RKO staff. Shirley Handler booked solid in Los Angeles niteries. Tom Lewey is trouping with a carnival and Bob Cosgroves a Columbia Pix staffer. Birthday greetings to Bob (Mello-Larks) Smith, Charles (Par) Hillyer and John (IATSE) Streeper; Will Rogerites with progress rating special mention.

At a recent meeting of "We The Patients," the following were elected to the house committee for patients welfare: Murray Kissen, Bob (Mello-Larks) Smith, Harvey (Lee) Goodwin and Jackie Fondran, Virginia Ferraro, and Kenneth Derby, chairman.

First nighters were very nice in their praise of "Androcles and the Lion" as done by the Saranac Lake Summer Theatre Players presented at the Odd Fellows Hall here; many localites of the downtown colony took part in the comedy:

The Players next will offer "Nappy Hunting Ground" written by a young playwright, who is also a cast member. Grace Tuttle is directing with Dolly Davis, Ann. Antullo, Norm an Lemcke, Haldum Dorman, Judith Baker and Christine Burke in the leads.

J. A. Brown, Altec Sound Service engineer in ferny N. Yet are said and the progress of the p

Write to those who are ill.

Borscht Belt Boswell Recalls Era Of Sharp Angles in Resort Shows

By HENRY TOBIAS (Producer, Totem Lodge)

Averill Park, N. Y.

I have read with great interest your article on the Borscht Circuit plans for this coming summer. I was surprised that no mention was made of any of the resorts on the eastern side of the Hudson River, which I have affectionately named the Blue Borscht Circuit, I refer to such spots as Totem Lodge, Scaroon Manor, Green Mansions, Lake Tarleton, Sagamore, etc., etc. There have been great changes

in the program of entertainment in resorts from the time that Moss Hart started at Copake, Max Lieb-man at Tamiment. Ernie Glucks-man at Green Mansions, Don Hart-man and Dore Schary at Gross-inger's, Danny Kaye at White Roe Lake and myself at Totem Lodge about 1927.

Ingers, Danny Kaye at white noe Lake and myself at Totem Lodge about 1927.

In those days there were no visiting stars or variety acts. We had to be producers, directors, actors, writers, song & dance men, emcees, comedians, scenic designer, electricians, stage managers and stage hands all in one. We had permanent social staffs (musical stock companies) who doubled in other jobs such as athletic directors, tennis pros, basketball phayer, lifeguards, waiters, bus bayes, etc. etc. Almost every big name in-show business today started in the Borscht Circuit, including fied Buttons, Jackie Gleason, Milton Berle, Henny Youngman, Myron Cohen, Sam Levinson, Joey Adams, Larry Storch, Jack E. Leonard, Gene Baylos, Phil Foster, to name a few.

In 1927 when I first broke the big time (Totem Lodge) in the Borscht Belt, my boss, David N. Katz, had to choose between Moss Hart, Max Liebman and me. He chose me (I wonder what ever happened to the other two guys) I thought it was only a one or two summers job. Here I am started my 26th year. My first staff consisted of Mischa Auer, George Tobias (dramatics) Gertrude Niesen (ingenue) Harry Stockwell & Gene Marvey (singing Juveniles), Ben Lessey & Julie Oshins (comedians), and a kid by the name of Gen Baylos as tumulter.

Copying Broadway Shows
In our search for something dif-

ion.

I. Walter Romanik, also a grad, munaging a business in N. Y. while it Eugene Meo is back on RKO staff.

Shirtey Handler booked solid in Los Angeles niteries. Tom Lewel in Cosgroves a Columbia Pix staffer.

Burthday greetings to Bob (Mello-Larks) Smith, Charles/Pari Hilly Boyer Cosgroves a Columbia Pix staffer and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and John (1ATSE). Streeper, Will Rogerites with progress ration and general check and the Lion's as done by the Saranac Last Summer Theatre Players presented at the Odd Fellows Hall here, many localities of the downtown colony took part in the comedy.

The Players next will offer Mappy Hunting Ground' written by a young playwright, who is also a cast member. Grace Tuttle is directing with Dolly, Davis, Ann. Antulo, Norra and Leincke, Haldum Dorman, Judith Baker and Christine Burke in the Rogerites and Christine Burke in the Rogerites and Christine Burke in the near future, another, gestive by the Variety Clubs and Christine Burke in the near future, and Marien, Adonis Loew Torres, Pearl Loew York State Fish Creek Reservation, Among those attending were Max Rosenthal, Jark (RKO) Wasserman, Adonis Loew Torres, Pearl Loew York State Fish Creek Reservation, Murray Rissen and Jene (Recke). His firm of the will be patients here.

Bob Cosgroves, Columbia Pix Bob Cosgroves, Columbia Pix Bob Cosgroves, Pearl Loew York State Fish Creek Reservation, Adonis Loew Torres, Pearl Loew Hay

Alternating Policy

Me only produced two musical comedies a summer and alternated every Saturday with original revues which were easier to produce. Much of Max Liebman's "Show of Shows" material was born in this way and kept in the trunk for that important day. Some of the greatest material is still in trunks await ing the big day. ing the big day.

Ing the big day.

We did this for many years, from 1927 until about 1938. Never had any difficulty with producers or copyright owners. They all know I was using their material without permission. In fact Eddie Cantor and many of my show business friends, helped me with material and songs. However, they knew we did not charge admission and used (Continued on page 115)

(Continued on page 115)



BILLY GILBERT

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Borscht Belt Boswell

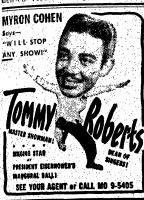
half an amateur cast so thought no haim done.

Until one day Jennie Grossinger decided to try and do likewise. However, instead of copying scripts inconspicuously she bought up a whole row of orchestra seats for one of George White's shows and took along a crew of writers, assistant and public stenographers. You can imagine the commotion they created in the orchestra. When George White found out what was going on he immediately put a stop to, it, and advised his altorney to notify me to stop all plans, citc.

That was the end of Broadway

mans, etc.

That was the end of Broadway musicals in summer resorts (without permission of the copyright owners). Nowadays, professional stack companies like the Stanley Wolf players et al, present condensed versions of plays and mu-



BLACK DUNDEE (Beauty and the Least) new note in amor Comedy



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WHEN IN BOSTON It's the HOTEL AVERY

The Home of Show Folk Avery & Washington Sts.

half an amateur cast so thought no haim done.

Titli one day Jennie Grossinger Criti al Cri

Queen of the Borscht Belt

Until recently Jennie Grossinger was the undisputed Queen of the Borscht Belt. Her hotel has become the mecca and summer home of such names as Eddie Cantor, Milton Berle, Sophie Tucker and famous sport figures such as Max Baer and Rocky Marciano: These celebrities attracted the Jaymen by baer and rocky Marciano. These celebrities attracted the laymen by the thousands who love to rub elbows with famous people. As a result Jennie was practically in a class of her own. Then along came Mr. Wenerick, owner of the Jeris Hair Tonic Co., and Concord with an unlimited open pocketbook and a great desire to wrest the crown away from Jennie Grossinger. He started spending like mad to outdo. Grossinger's. Greater shows, full page ads, tile bathrooms, two golf clubs, three famous golf pros. Two swimming pools, one outdoor and one indoor. They say that one is used for swimming the other for rinsing.

As a result of this mad spending

As a result of this mad spending spree, other hotels such as Laurels, Nevele, Flagler, White Roe, Walde-mere, Browns, etc., have been Nevele, Flagler, White Roe, Waldemere, Browns, etc., have been spending far beyond their means in order to survive. There is no question of a doubt that Concord's mad spending spree has done a lot to bring the Catskills back to life and make it more of a national playground than ever before. Where and when this will end no one knows.

one knows.

As for Totem Lodge, being located by itself on the other side of the Hudson River, with no competition within fifty miles. We are not in the buying of acts, the salaries have naturally taken a sudden rise affecting every resort. When Totem Lodge first booked name talent, we could buy Sophie Tucker and Joe E. Lewis for one show for less than \$1,000 for one night.

Demand for Comics

Demand for Comics

Demand for Comics

The demand for comedians has become so great that one booker, Charlie Rapp, who handles the major hotels, guarantees the comedians three or four shows per week end, such guarantees sometimes running into \$2,500 per week end and therefore he has a practical monopoly on the available comics. Only the Concord and Grossinger's, because of their large capacity and all year round operation, still can afford stars from \$1,500 to \$2,500 per performance. Another agency, Baum, & Newborn, who handle several hotels in the Blue Borscht Circuit (New Hampshire, Adirondikes, Berkshires, etc.) guarantee an act two weeks continual booking, traveling from hotel to hotel each night and covering 10 or more hotels in a two-wook stretch. ering 10 or more hotels in a two-week stretch. They make a flat deal with the act and sell them to the hotels staggering the nights onveniently.

when the new names graduate to higher brackets and more lucrative fields as a result of TV or record clicks, such as Levinson. Red Buttons, Berle, Caesar and others, they eliminate themselves from the Borscht Circuit playing only an occasional date for sentimental reasons. Then the rest of the standard established comics raise their price. This has forced the hotel owners and bookers to look for new faces and start developing new comedians such as Alan King, Larry Best, Cy Reeves, Dick Shawn, Buddy Hackett, etc. I don't know where or when this

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vicious circle will stop pyramiding. I personally feel that the tougher it is to get comics and the higher the prices go, the sooner the resort owners will revert back to their original plan of more permanent staff and less guest talent as they did in the old days when I started in this business. This will give more of a chance to develop not only new stars but also writers, producers, and stage directors who only new stars but also writers, producers, and stage directors who can step into the boots of the former Borscht Circuit alumni. They in turn can eventually join this alumni and step into more lucrative fields in show business.

By the way, I've been planning to organize a Borscht Circuit Alumni for many years, inviting all former members of the Borscht Circuit. The purpose will not only be social for memorable laughs but seriously to help develop new talent and help foster and encourant the kinginger in show the kings. carent and help foster and encour-age the beginner in show business who finds it so difficult nowadays to break down the Iron Curtain' of the theatre, movies, yadio and TV.

Nevada's \$2,000,000

Continued from page 112

gaged in a selling job to tout Vegas as a resort haven more than the Nirvana for easy money, Hotel flacksters along with chamber of commerce tub-thumpers have stressed the "fun in the sun" theme for some time, and for the past couple of years the flood of past couple of years the flood of words, photos, plus assorted breaks (A-bomb tests, etc.) have paid off. No longer an unusual sight are whole families vacationing at various hotels. While the law keeping minors out of casinos is rigidly enforced, youngsters can watch floorshows. In larger amounts each year, children of all ages are to be found around the swimming pools by day and in dining rooms at night seated with parents.

Obtaining talent is a much big-

poors by day and in dining rooms at night seated with parents.

Obtaining talent is a much bigger problem of Vegas ops than getting customers, but without expensive big name shills the entire industry would take a nosedive. And if the July abundance of top attractions (\$700,000 worth) is due in part to summer TV layoffs, lack of screen assignments or for any other reason, the August headliners should slack up pretty well in the eyes; of Strip pleasure shoppers, Marie Wilson for the Sands; Joan Blondell at the Last Frontier; Peggy Lee, the Sahara; Harry James orch, El Rancho Vegas, and Ted Lewis & Co., Desert Inn, are plenty potent.

Vaude, Cafe Dates

Continued from page 112 =

McDermott open Milla Villa, Sloux Falls, Ia., Aug. 20 for nine days ... Revel-Aires into Miller's Supper Club, Marion, Ind., Aug. 17 for two frames . . . Three Lads and a Lass doing two-weeker at Bowl-

a Lass doing two-weeker at Bowling Bar, Midland, Mich., beginning Sept. 15. Ravens play nine days in Orchid, K. C., starting Aug. 21. Betty McGuire and Belle Tones held over at Wort Hotel, Jackson-ville, Wyo., until Aug. 15; then return to Pearl City Club, Honolulu, Aug. 21 for eight weeks. Playboys take over Purple Crackle Club in Cape Chrardo, Mo., on July 31 for two stanzas, Du-Droppers doing week at Orchid, K. C., beginning July 31, then move to Riviera, St. Louis, Aug. 7, for nine days. Sid Morse, house booker for Brown's Lake Resort, only country spot using big names in Wisconsin belt, brings in Yonelly & Doris King, Aug. 1, and Rudy Vallee troupe on Aug. 22. Current lineup features Willie Shore and Hal-Block.

Pittsburgh

Pittsburgh

Jean Matthews trio opened indefinite engagement Monday. (27) at Point View Hotel... Vagabonds come to the Vogue Terrace Oct. 12 for a month... Mary Martha Briney. and Bob Carter back to Ruby Foo's in Montreal for four weeks. Abbie Neal Ranch Girls return fo Kennywood Park for a day on Aug. 9. Janet Noel, singer-pianist, into Playhouse Punch Room for a run... Joe Pate's orch. now at the Mona Liza Lounge in Whitehall Shopping Center... Jeanie Baxter held over for another week at Tommy Carlyn's... Monte Carlo has-resumed—shows with Eddie. Lee's female impersonators, and Marty Gregor's orch has gone into the comity of the state of the same of the sam

'Studio In The Sunshine

longtime buddy, producer-director Wittiest bit was "The Great Ex-Monroe B. Hack. A Manhattan-born showman of 50 this folks owned the old Thalia and Atlantic culture."

born showman of 50 this folks owned the old Thalia and Atlantic Garden vaude house on the Bowery', Hack got his training with Charles Dillingham and Klaw & Erlanger. Most recently he has stagemanaged for Theatre, line. ANTA, and Chesterfield's. TV "Sound Off Time."

Hack is carrying on the ripidly disciplined scheduling of Liebman (who still comes here every summer to onceover new talent for "Show"), but his staging is a little more lush than in Liebman's day Operation of the theatre with a huge stage 26 feet deep and a 30-foot opening -runs to \$100,000 a season. This pays for a 16-piece pit orchestra, aboye-AGVA scale for the company, showing of 30 first-run films, malerial for laysh costumes and sceners and concert fees for a five day chamber music fees for a five day chamber music fees for a five day chamber music fees the company of the revue he

judged by the revue As: As judged by the revue he staged, with zip and bonnee, just recently (11), Hack is developing a few look-good TV potentials. Outstanding was a Calypso-style production, number, "Jamaica Lady," The music was written by 24-year-old Jerry Bock and the Jyries by Larry Holofeener, 27, as team who composed for the CBS-TV "Mel Torme Show" last year, and will do an fertinal musical connedy. "The an original musical comedy, "The Joel Gray Show," on ABC-TV this

Scene designing for the number

Scene designing for the number was by Fred Vocipel, whose work has the ingenuity of another Hack-Tamiment pupil, now scene designer for CBS-TV's "Studio One," Willard Levitas.

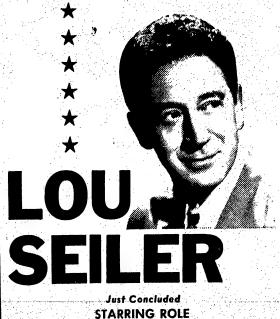
A handful of funny sketches were written by a brother team, Danny and Doc Simon, former Warner Bros. pressagents, who ground out some of Tallulah Bankhead's material on NBC-TV last year, and who will employ their Tamiment sketches for the video "Paul Winchell Show" this fall.



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Las Vegas, July 23.

Norman Brooks, Henny Youngman, Artini & Consuelo, Dunhills
(3), Karen Rich, Barney Rawlings,
Kalthryn Duffy Dansations (6),
Normandie Boys (3), Al Jahns
Orch (11), no.cover or minimum.

won't such the comeson sense as our word-or-strip headliners, but word-or-mouth will give the Thunderbird reservation lists plenty of signa-tures for three frames. Support by the volatile Dunhills, Artin &

reservation lists plenty of signatures for three frames. Support by the volatile Dunhills. Artini & Consuelo, Karen Rich will give the bill added value.

Brooks and Youngman share marquee topline, with the youthful warbler wrapping up the show with tremendous mitts. He belts out with the same throaty, coarsened texturing of the old minstrel men, conjuring up audio pictures of the late Al Jolson, and touches of Georgie Price, Jessel and Cantor. Looks good on the floor, with easy, although occasionally studied, manner of delivery. In the old-time ditties, "Rainbow Round My Shoulder," 'It Had To Be You." 'Redhead," the familiar phrasings are brought back. With latter-day tunes, "You Shouldn't Have Kissed Me the First Time." 'Hello Sunshine, Goodbye, Rain," or 'Hushabye," 'Hythmic zest and cadences are similar. Having a current disk entry in "Sunshine," he winds up with another Zodiac release, "Sky Blue Shirt, Rainbow Tie," surrounded by Kathryn Duffy Dansations illustrations for bright walk-off and ovation.

tions illustrations for bright walkoff and ovation
Youngman, the master of oneliners, still proves his ability as
one of the better standup comedians with this return. Planting quip
after quip, he gets the yocks rolling throughout entire stay. Has
the fiddle for prop and bowing
"Smoke Gets in Your Eyes," silced
by fast flippancies, and builds into
salvos for exit.

salvos for exit.

Artini & Consuelo win high ap-Artini & Consuelo win high approval in seemingly effortless ball-rooming, exhibiting samba, Vienness waltz, mambo, Charleston and aumba. The Dunhills, Lou Spencer. Bob Roberts and Art Stanley, have unison legmania as well as challenge terps to whip up big mitts. Karen Rich divides Dunhills and Artini & Consuelo with a batch of times. Animated blonde was originally skedded to be part of the Youngman act, but plans changed, giving her deuce spot with chirps. Kathryn Duffy Dansations geround, rapidly in Opening choreo.

Kathryn Duffy Dansations get round rapidly in opening choreo, with Barney Rawlings lyricizing, Normandie Boys assisting vocally, Al Jalms Orch has tough assign-ment, but gets good results, Will.

Riverside, Reno Reno, Nev., July 23. Joe E. Lewis, Amin Bros. (2). Riverside Starlets (12), Bill Clif ford Orch; no cover of minimum.

Reno's niteries are filled with cross-section of locals and toursts, and the show business element, so prevalent in Las Vegas and Hollywood, and the show usiness element, so prevalent in Las Vegas and Hollywood, and the show usiness element, so prevalent in as Vegas and Hollywood, and the show usiness element, so prevalent in as Vegas and Hollywood, is practically non-existent. Show people and the gambling crowd are the igorous advocates of Joe E. Lewis, when the big gamblers are windling in this territory, so that ewis is really in strange country. This does not mean that Reno rowds are particularly square, but they are perhaps the least appreciative of Lewis type humor, opening night had such ringsiders a Cornelius Vanderbilt, who precented the comedian with the most herished of all trophies midway in the act—a beribboned package of Hootch. And that just about epresented the enthusiastic welloming committee.

Outfitted with some new sones, of the committee of the committee of all trophies midway and Dolores" reaped the most yocks, but only on the most lever play on words, such as "a louse of SiNarama." The usual invouts for "post time" allowed one's shining philosophy, at times "allowed one's shining philosophy, at times "Allowed one's shining philosophy at times "Allowed one's shining philosophy at times allowed one's shining philosophy, at times "allowed one's shining philosophy at times allowed one's shining philosophy, at times allowed one's shining philosophy at times allowed one's shining philosop

back, then you've got some

en in a long time is the Bros. duo. For the foot jug-of this duet, one tosses, spins valances the other. Top se-e sees the balanced member team, tossed from a sitting milling complete the complete of the complete of the sees the balanced member to the complete of the in a complete flip, to land ead, balanced on the one e juggler, A blurging spin is head, balanced on the one of the juggler. A blurring spin pletes the unusual act for high

ng orge Moro has supplemented

aboard in couples reading VARIETY Dancers and showgiris work through a sort of history of show business, from silent films to a record pantomime of Andrews Sisters and Carmen Miranda.

Rathryn Dulfy Dansations (6), Sisters and Carmen Miranda,
Normandie Boys (3), Al Jahn's
Orch (11); no cover or minimum.
Hawaiian finale, complete with
native hula girls, and the machete
dance of two big males. The 12Brooks and Henny Youngman
won't stand up as formidable in
the come-on sense as other current
Strip headliners, but word-ofStrip headliners, but word-of-

Flamingo, Las Vegas

Las Vegas, July 23.
Tony Martin (with Hal Borne)
Alan King, Rateliff & Moreland,
Frank Howard, Flamingo Starlets
[8]. Torris Brand Orch (13); no
cover or minimum.

Tony Martin is the Flamingo's offering for current list of Strip's top names. He'll pack the room for three weeks and bring the casino plenty of chips.

three weeks; and bring the casino plenty of chips.

The artful and insinuating Martin warbling style has put him in the toomost niche of cafe performers. He seems to be in softer voice this time around, but can belt when the measure demands. With the expert accomping and conducting of Hal Borne, he does "April in Portugal," "Where is Your Heart." and includes comedy touches in "For Every Man There's a Woman." After the requested "Beguine," grabs straw hat and cane for tour de song & terp "In Old Manhattan," resounding later with big pipes for "There's No Tomorrow." Intros his newest RCA Victor platter "Sorta on the Border," and touches a romantic highspot in "No Other Love."

Alan King has made a neat nest in the Flanningo's aerie. Previous trip scaled him as a comedian to watch. Soliditying earlier impressions, he comes up with sock turn, containing standout routines of boyhood in Gotham's tenement district, moppets, lampooning mothers and grandmothers and winding up in "Babalu."

Carl Ratcliff & Gloria Moreland take it away with West Indies and

Din Babalu."

Carl Rateliff & Gloria Moreland ike it away with West Indies and panish flings to generate okay litts. Flaming Starlets look alive a both productions, with Torristrand och, augmented by three iolins, building up good backrounds. Will. Spanish Brand grounds.

Stateline, Lake Tahoe

Lake Tahoe, Nev. July 19.
Bob Crosby, Modernaires, Giscle MacKenzie: Terry True Dancers, Sterling Young Orch; no cover or minimum.

The "Club 15" crew appears intact for the second time in a nitery. The radio show played Vegas earlier, in the year and because of the varied commitments of the three acts, will probably not appear together after this engagement. At least not for some time.

ment. At least not for some time.

Business is at its best for the leason so far with this epergetic 5-minute program. Working separately, then dueting, and finally anmasse, the three singers build ontimually to nice finale. Bob loosby, with the family trademark of casualness nudges the show off asily. Almost too relaxed, Croswis wavering baritone warms upwith "I Don't Care II the Sun Don't Shine" and immediately gostonto a lazy croon of "Moulin louge."

into a lazy croon of "Moulin Rouge."

Modernaires pick up the pace again with their vigorous introduction. "The Customer Is Always. Right." The quintet works in dancing, drama, juggling and magic for the eye-catching kickoff.

A new medley starts with ballad "Pretend." but winds up with "Doggie in the Window" and "No Help Wanted" with plenty of tricks to take the numbers out of the average novelty class. Glenn Miller medley catches biggest mitts as Modernaires mix familiar "Kalamazoo." "Moonlight Cocktails." "Chaltanooga Choo Choo." et al.

Crosby returns in one of "Bing's

y mazoo." "Moonlight Cooktails,"

Crosby refurns in one of "Bing's
castoff sports coats," which promo es chatter about the family and
a song about the "B.O.F.B."—
d "Brothers of Famous Brothers."
Working Bing into the script is
legitimate enough, but the lafer
use of a Jack Benny tic-in seems
only a name-dropping event.

The quiet mischief of Gisele
MacKenzie is noticeable in her
most tender moments, even in the
scrious rendition of "Vaya Con
Dios," when she accompanies herself on violin. This is brought
about by some surprising clowning elsewhere in her stanza when
is egillops tilterally through
"Wild Horses," and brings off a
funny hillbilly "Auf Weidersehn."
Paula Kelly and Crosby team
for a baby-talk novelty about a
Gum Drop."

Black Orchid, Chi

Chicago, July 21.
Rusty Draper, Sylvia Syms,
syne Manners, Ken Sweet Trio; \$4 minimum.

Three vocalists comprise the current spread at this intimate room, but they are se dissimilar as acts that the abundance of song doesn't grow wearisome. Entire show gets a rousing reception and, as usual, opening night packs the house in midweek.

the house in midweek.

Rusty Draper headlines, making his first appearance in Chicago. He has a warm manner, an easy voice and strong guitar that catch on with the clientage at once. In the splash of popularity via his Mercury waxings, he builds his act, holding off the best-knows until encore with the audience clamoring for them throughout his turn. His offerings are "Beginthe Beguine," "Bib Mamou," rating an ovation, and "No Help Wanted." "Gambler's Guitar" is sung as per disk and leads to begoff in a din of plaudits.

Opening spot Is held by person-

off in a din of plaudits.

Opening spot is held by personable Sylvia Syms, who can sing more than one kind of song, as is attested by her ragout of the blues, spiritual and Calypso.

is attested by her ragout of the blues, spiritual and Calypso.

She gives character to all she sings, and overall reception is big with help of informal intros and skillful repartee with front-seaters. Calypso piece is good for laughs, and the lively numbers get fine hand-and-hip assistance; but the blues are sold most convincingly of all, her voice inflecting and her eyes welling with tears as she sings.

Gold-garbed amazon, Jayne Manners, fits well in the centre stint. Hardly a singer in any real sense, she rather talk sings through sophisticated specialty lyrics that vibrate between the suggestive and raw, the sultry and the salty. She has written most of the tailor-made lyrics herself and wins a good hand and a smattering of chuckles from them. Best routine is a Mae Westian thing called "It's the Same" in which she smartly underplays the off-color innuendos.

minuencos, the Sweet Trio backstops, with pianist Rudy Kerpayas handling difficult accompaniment in fine fashion. Les.

Hotel Del Coronado

Coronado, Calif., July 27. Nanette Fabray (with George yle), Howard Everett Orch; no cover or minimum.

cover or minimum.

In first pro appearance in home town area (San Diego, her birthplace, is across the bay). Nanette Fabray socks over some topnotch new material—by Ben Oakland and Don Raye — and reprises musicomedy hits for a socko turn. Usually cool Circus Room patrons warm up astonishingly for this compelling, petite performer.

Miss Fabray is master all the way, running gamut from broadhumor on Texas bigness ("Why, even Texas is bigger than Texas") to charningly tender, show business ode with impressions of Marilyn Miller and Eva Tanguay. Act, staged by Nick Castle, moves along in sprightly fashion as singer's provocative vitality winsover the check-payers. Garbed in beaded, slate-gray gown, Miss Fabray offers telling satire in poke at opera singers handling of pop tunes, her spoof centering on "Sunny Side of the Street."

Belts over "Louislana Hayride" from her current film with Fred

"Sunny Side of the Street."

Belts over "Louislana Hayride"
from her current film with Fred
Astaire, "The Bandwagon," with
infectious appeal. This follows
medley of tunes from her Broadway hits, including "Bloomer
Girl." "Meet the People," "By
Jupiter," "High Button Shoes" —
latter earning top palming for
"Jealous" and "Poppa, Won't You
Dance With Me." Room is won
completely when she picks ringsider at random and pair polkas
around floor.

Miss Fabray has ease winning

around floor.

Miss Fabray has ease winning smile and manner and sings with sharp clarity, George Wyle's arrangements and piano backing set off the act nicely. It's a winner all the way, with aid from the Howard Everett musicrew also doing well for the terpers. Don.

Golden Nugget,

Las Vegas, July 22. Ada Leonard All-Girl Orch (8) to Venuti, Bert Henry, Jim Alex der, Tommy Conine; no cover of

With Ada Leonard and her orch-tet, Joe Venuti, comic Bert Henry, warbler Jim Alexander, hoofer Tommy Conine, the Golden Nug-get Saloon-hits the local scene for a-good-show-bet-in-the-downtown

dazzling names along the Strip, the Nugget hops aboard the merrygo-round with its newly redecorated nitery. Dishing up mediumbudget frames, honifaces Guy McAfee and Jake Kozloff expand the former surroundings of intime barstage round-the-clock setup into policy of three-a-night. Only other competition in this area is the El Cortez Hotel, located several blocks east of Fremont Street's "Cilitter Gulch." Nugget's neighboring gambling halls—in the brightly neoned two blocks zoned for such business—mainly offer for such business—mainly offer the w.k. Vegas diversion, with per-haps a musical combo, singer, pianist or organist in cocktail lounges or bars attached.

naps a musical combo, singer, planist or organist in cocktail lounges or bars attached.

Miss Leonard, a sultry looker with chassis features, has her covey of toollers—two brass, three reed, three rhythm—sound off some tunes dotted within the hour framework. She chirps a couple of saucy specials, "Horse With a Hansom Behind," and "I'm Looking Over An Old Casanova," while giving extra movements with her expressive torso. Fronts femmes during their charge through. "As the Girls Go," "Caravan." "Danny Boy," featuring Patricia Stullken on alto sax, and "Sweetheart Riff."

Joe Venuti fiddles "Tico Tico," "Hot Canary," and tricks "C Jam Blues," after spouting into whimsies, Walks off for big mitts. Venuti will not only appear on future productions, but heads entertainment policy for Nugget, with Bill Green as booker.

Bert Henry blasts a barrage of familiars, juggling material for fair yock average, Jim Alexander's wide vibrato doesn't fare too well on the room's p.a. system, but he goes off to nice hands after participation sing of Irish medley. Tommy Conine smacks over for biggest kudos of kaboodle with a cleating-acro turn and personality click.

Narrow room, which seats about 200, is tough to work because of

Narrow room, which seats about 0, is tough to work because of 200, is tough to work because of long throw to rear tables, but is richly decked in period decor, from massive bar along one wall to maliogany beams, globe-cluster chandeliers and other 19th century western saloon filigree. Interim western salon filigree. Interin moments are filled capably by duo 88ing of Carter & Brooks Will.

Paradise, A. C

Paradise. A. C.
Atlantic City, July 25.
Clarence Robinson's 1954 "Tropicana Renue," with Stump &
Stumpy, La Bommie, Bobby Ephram, Betty Carter, Janet Sayer,
Princess De Paur, Taulae & Dane,
Anita Echols, Joe Noble, Chorus,
Bob Bailey, encee, Tadd Dameron Orch; \$1 admission.

on Orch; \$1 admission.

This spot has been making a determined comeback in the sepia circuit here the past few years as Clarence Robinson has been staging his "Tropicana Revues" during summer seasons.

An airconditioned nitery located blocks from the famed boardwalk, its show is such that its 750 seats are filled for two shows weekend nights, while the 10:30 p.m. stanzas other nights grab their share of trade as does the 2 a.m. offering.

This year's edition of "Tropicana" takes customers on a cruise, with Bob Bailey enceeing attired as a luxury liner officer. Production numbers bring in beautifully costumed line of 10 girls who work with four boys strobe used effectively throughout top numbers hour and half show is on. Same show offered with Tadd Dameron orch is and half show is on. Same show offered with Tadd Dameron orch is featured through the 10 week

featured through the 10 week season. Stump & Stumpy get top billing with layout, appearing in final spot to climax show. Pair carbon Cagney, Durante, Jerry Lewis, and other greats, best offering clowning of "Cry," by Johnnie Ray. Tap numbers well received too as was their comedy routine.

numbers well received too as was their comedy routine.

Top production number based on tour's arrival in Haiti and features Princess DePaur and Taulae. & Dane: It is set up with girls and boys doing fast dance with strobe used neatly. Trio do symbolic native dance ending in knife slaying of girl.

tive dance ending in knife slaying of girl.

La Bommie, exotic dancer appearing in abbreviated costume, is bost customer bait. Changes from witch to dancing girl in unusual entrance. Janet Sayer's ballet tapster routine got nice mitting as did Bobby Ephram's clever tapping. Vocal chores are carried by Anita Echols, Betty Carter and Balley, each working into the layout with fast pops. Bailey keeps show at more than fast tempo, most production numbers offered at snappy pace. All are well-staged and costumed beautifully for the country in which scene is laid. Robinson uses each to bring in principal. Joe Noble, choreographer, appears at times with dancers.

Layout is well for particular spot, although vocal spots might be sounder.

Hotel Radisson, Mpls.

GLAME ROOM)

Winneapolis, July 25.

Quintette Allegro, Don McGray e
rch (7) with Joan Montell; \$2.50 minimum.

Quintette Allegro, Italian importation, introduces local cafe society to five accomplished male musicians whose versatility permits them to take successful vocal and comedic flings. Their five man show, comprising warbling and comedy and carrying an air of Continental refinement and gentility, suits this type of smart, plush, intimate room which tries to eschewanything savoring of the off-color in entertainment. While unexciting, perhaps, it's pleasing entertainment.

Group has its soloists, but mostly

ment.
Group has its soloists, but mostly confines itself to ensemble contributions which permit members to grab the individual spotlight briefly. Embellishing their offerings with occasional high-jinks and clowning, uncorking showmaniy bits of vocal and other business and giving their routines distinctive twists, the members attain a desired novelty rating. In getting away from the usual run of songand-dance acts that predominate here, the Allegro outfit qualifies as different.

Each man plays a variety of the

different.

Each man plays a variety of instruments and Mario Feni exhibits a good set of pipes and has solid vocal support from his fellow mema good set of pipes and has solidvocal support from his fellow members. Performance highlights included various interpretations of
"Oui Marie" and a piano offering
which found all five massaging the
ivories simultoneously by dint of
some gymnastics and which, along
with a "Passing of the Regiment"
novelty number, stirred chuckles,
Occasional violinists' visits to
tables to individually serenade
feminine guests give a European
gypsy touch. Most singing is in
Italian and none the less effective
for that. The performers' broken
English in engaging.

Don McGrane orch plus attractive singer Joan Montell contribute
their usual substantial amount to
patrons' enjoyment. Rees.

New Golden, Reno

Reno, Nev. July 22.

Ben Yost Royal Guards, Ted
Smith, Denny & Cameron, Golden
Girls (12), Garwood Van Orch;
no cover or minimum.

Delivering a broadside which levels all other casino sound, the Ben Yost Royal Guards' trumpet everything like it was their last stand. Decked in usual bellhor red jackets with gold braid, the quintet is equipped with five barrel chests—equipment for five big voices.

The inevitable Irish medley fea tures a big tenor and success is measured by the total Irish in each show. "Jezebel" is most up-

each show. Tezebel is most up-to-date of offerings, also featuring tenor, Eddie Hoffman. Concert singing is the forte of this outfit and an attempt at com-Concert singing is the forte of this outfit and an attempt at comedy neither fits the character of the Guards, nor would it be good with pro comics delivering the script. Built on a "We take you now to——," skit consists of real corn, with phrases broken off at the moment when the Guards shove each other off mike. This is an encore routine and is disappointing to patrons who brought them back to sing.

Ted Smith runs through several stories on gambling and the races to warm up. Content is good except that he seems too happily expectant of its impact. When audience laughs with him, this fits, bit when he laughs alone, it's awfully quiet. A pantomime poker game with four of the boys is vivid to the character a cigar and "sweating of hand."

Denny & Cameron is an energetic youthful duo who get most their attention as Pat whips off her dress for a stripped-down jitterbug.

Golden Girls trade places in

her aress to a content of the conten

Goman's Gay 90s, S.F.

Bee & Ray Goman, Bay Cit
Four, Ray Goman, Jr., Pat Yanke
Elliston Ames; no cover or min

This 12th anniversary opus contrived by the Gomans, with the aid of lyricist Mac Moraga, is a bright, fast moving shebang that, combining hoke, song, corn and sentiment, is value received by any bistro standard. It's a compact show that clicks with the table tattlers and the community singing is

and the community singing equally well patronized.

The sheaf opens with the BCity Four, barber shoppers out of the sheaf opens with the BCity Four, barber shoppers out of the sheaf opens. George More has supplemented from Drop."

Gum Drop."

The sheaf opens with the Boy content show at both ends

Show closes on a few minutes a good-show bet in the downtown spot, although vocal spots might be yesteryear, turning in two items is a show business extravaganza everything including the commercial by Starlets strolling class.

Marc.

Palladium, London

Mitchell with Joe Antman the George Mitchell Singers, Rolls, Ibarras Bros. (3), Son & Jackson, Chris Cross, Guy Mitchell with Joe Antiman and the George Mitchell Singers, Helly Rolls, Ibarras Bros. (3); Fatterson & Jackson, Citris Cross, Dakie Henderson, Eddie Arnold, Beb Henderson & Elleen Henshall, Four Osmanis, Rawie & Babs, Pal-ladaun Tiller, Girls. (16), Woolf Fidlips & Skyrockets Orch.

Just a year ago Guy Mitchell hade his Palladium debut on a putation built solely on disks to ecome one of the surprise hits of he scason. That element having een eliminated, there is no doubt bout the impact of his return engement and the SRO boards hich were needed for opening ight should be in evidence during is second stint.

night should be in evidence during his second stint.

Since his initial appearance Mitchell has blossomed into a hep showman, giving just more than a succession of his top disclicks. He moves easily across the stage, feets a couple of quick costume changes and exploits the terping he learned under the direction of Nick Castle in Hollywood to interpolate fancy bits of hoofing between his numbers. It all matches his warm, buoyant personality and keeps the routine on a strictly popleyed.

aided by the George Mitchell rs who provide some subtle grounding, Mitchell runs igh his record hits, and using

Also back after an absence of a ear, Rolly Rolls gives his act a esh lift by bringing in a considon the piano continue as strong addience clicks with a boogle toogle interpretation effectively winding the performance.

ding the performance.

lewcomers to the Palladium are
lexican trio, the Ibarras Bros.

powered gymnasts with a set
urefire tricks. Performing with
acculate-precision a series of
icate stunts, they bowed off to
lerful ovation. Act is solid
de attraction and a cinch for
circus.

y circus. Patterson & Jackson, the col-ed heavyweight duo currently Patterson & Jackson, the color heavyweight duo currently atured in the Folies Bergere, gitter yocks for their combined right and vocal act which has onounced comedy flavor. Christoss in his third date here of the asson has substantially altereds routine and again stands out a polished ventriloquist. The dience, however, clearly missed me of the comedy bits he'd induced in previous stints.

Dickie Henderson, musicomedy ar, reveals a positive flair for ude, but needs to brush up his aterial for West End audiences, e is a versatile performer and an complished yarnspinner as well in a complished yarnspinner as well in a complished.

omplished yarnspinner as being a dancer and singer.

on.

Bob Henderson & Eileen Henhal, who come on with the repudion of being undefeated world
rofessional and exhibition dancger champions, make a disappointge debut here. Their ballroomolgy is more suited to the dance
our than the stage and it lacked
he vitality to hold audience atention.

or than the stage and tracked in the probability of hold audience attention.

The Four Osmanis, a continental cross and a male, are skillful equiphrists who specialize in precision alancing with pyramid positions sextra weight. Ravic & Babs turn a first class rollerskating act on small pedestal with the former siderably were it not for the exception. NTA weight, Ravic & Babs turn first class rollerskating act on nall pedestal with the femme of the team being propellel feck-risking positions. The Til-Girls open each section of the liow with a nifty routine.

Capitol. Wash.

Washington, July 24.
Snooky Lanson, Janis Paige,
Dayn Bros. (2), High Towers
(2), "Ride Vaquero" (M-G):

tomers. Topping the bill are Smooky Lanson and Janis Paige. Theatre has just installed a very large widescreen and proper leverage hasn't been worked out yet to get it up in the flies for the stage bill. Hence, the live part of the show works on the lip of the orchestra pit, directly in front of the 10-piece band. The stage mike, set in front of the performers, is only a few feet ahead of the 10-piece orch. This band, with unmuted brasses, blared into the mike and

bers at show caught, to whip the competition from the saxes. He draws a fine response for all num-

bers.

Miss Paige runs into more difficulty because she works while moving about on the stage. Nevertheless she chalks up sock returns, especially for a cute western number. "Call Me. Hopalong Paige." "Pennies from Heaven" and a fine boogic-woogie takeoff on the opera. "Carmen."

Dawn Bros, are whistling comics who do a long imitation of two birds making love, and winding up with a bird wedding. Act is pretty much a carbon copy of the Arnaut Bros. even to the feathered chapcaux and tails.

with a bird wedding. Act is much a carbon copy of the Arnaut Bros. even to the feathered chapcaux and tails.

High Towers, the opener, is a flashy acro-dance turn See New Love.

Palace, N. V.

We Three, Betty Brett, Moke & Poke, Adriane & Dale, Roy Benson, Dolinoff & Raya Sis (4), Mickey Deems, Ton Parris Trio, Jo Lombardi House Orch; "A Blueprint for Murder" (20th) re-

Again the Palace comes up with shift by bringing in a considble amount of new material, best of which is the intriguilar is punctuated with novelty and a session with the Skyrockets the piano continue as strong lience clicks with a boogic the preparation effectively ding the performance.

Sweepmers to the Paladdum are specified to the piano continue as strong lience clicks with a boogic metropretation effectively resent at this time of year. As a present of well-filled houses, the bill water to the Paladdum are

Chicago, July 24, Mickey Rooney (with D.) Win-ne), Fran Warren, Elbest O'Dare mald & Rudy, Henry Brandon t & Rudy, Henry Brandon Orch; "I, the Jury" (UA)

Current program plays to big audiences largely through the lure of the feature film. Vaude format runs a tedious 75 minutes on first day, and even deducting ten minutes for the p.a. of Biff El-liot and Peggie Castle, who star in the pic, the show needs to be cropped.

Mickey Rooney is onstage most of the time. As emcee he ties together a somewhat haphazard arrangement of acts, getting into

duct with Fran Warren. At other times, he's at the mike telling lokes and working with a stooge. When the time comes for his own full turn, in the closing spot, he has to take it sans buildup. It can use the buildup.

Rooney can be very funny, and so can his sidekick, Diek Winslow, who doubles as the stooge earlier. Together they satirize Ted Mack's amateur hour, with Rooney donning an absurd wig and old clothes as a simpleton contestant. Alsn

go over for bellylaughs and hig applause.

The headliner feturns solo to execute a sheaf of impressions of follywood personalities, scoring especially as Gable, Hepburn and Vaughn Monroe. His talent is abundant, but he has to weed out the less effective stuff to sharpen his routine.

Fran Warren gives verye to an appealing songalog of five poplawes, alternating upbeat and slow tempos, and cashing in on her old, was disks like "Sunday Kind of Love" Changes of key come easily, and such numbers as "Birth, of the Blues" get full advantage of her body movements. Equipped with strawhat and came she makes sock strutoff after encore.

Muscle ballet of Renald & Rudy

Muscle ballet of Renald & Rudy slows down the pace set by Eileen O'Dare in leadoff spot but has the dlaud wholly engrossed in the slow-sit

for her acro terping which depends heavily upon whirls, handstands and cartwheels integrated into her dance. She has an amusing ment with Mickey Rooney, to ing over him while he whisks

House orch, led by Henry Bran-don, lends good assist to all acts, playing from the pit because of the 3-D screen.

Chiswick Empire, Lond.

London, July 22.
Rhythm Round-Up with Fran
Dowie Candy Kane, Stan Bernard
Trio, Rudge Trio, Kavina, Tessa
Smalpage, Celeste, Barstow the
Great, Jothia & Joan, Dermot
McDermott Orch.

Headlining the layout at this nabe vaude theatre is Don Angel's Anglo-American-Canadian package, which has previously toured the U. S. zone of Germany and returns next month for further dates at Gl installations. It is a modest but diverting western show in which Fran Dowie and Candy Kane-make a lively starring team backed by a versatile unit.

Although normally filling the second half of the bill, the specialty acts on this occasion have

Despite some mechanical handicaps, this comes through as a breezy, pleasant hot weather show which registers well with the bus-

to best advantage when she closes with "The Laughing Song" from "Die Fledermaus." The audience warmly welcomed this departure from conventional vaude.

Celeste has a suretire mind-reading act identifying articles and naming persons pick d by her partner in the auditorium. Barstow the Great, with a trie of assistants, has a too obvious takeof of this type of act which raises a few chuckles. John & Joan, work together, smoothly, as a juggling

Olympia, Miami

Miami, July 25
Sans Souci Revue with Estella;
itico & Mario, Rosita & Antorio,
itico & Mario, Rosita & Antorio,
iti Marr, Mercedes Valdez, the
iyicalkers, Sosinio Hernandez, Les
hode House Orch; "Tangier Ia.

Fast return (two weeks) of this Cuban-originated revue as obvious-ly, rated. The Afro-Cuban ideas clicked hig last time out and currently, with practically all new staging, sets same frenzied tempo to keep the stubholders infrigated att the way.

to keep; the stumman all the way.

For usual with this type of production, there's complete accent on the dance and the chaint, with vare comedic insert; that's taken sons of the care of by the Jaywalkers in added flices," a programment of the care of the ca

earns steady series of gasps with the stancing and control stunts.

Sans Souch revice, based on lay-small unit, packs the floor for ish offering at famed club, of same diancing. It is on the show hame in Havina, adds whan instant with addition of "Sun Sun dling the assignments in ass Dambae" finale, net used last-time and sharply attuned manners out. It's a voodoor-ritual number; that makes for insighilited native terps an torrid and standily building thempo. Sequence is a hegoff maker.

Atlantic City, July.

Atlantic City, July.

maker.
Estella, Litico & Mario with femmes frantie derriere dynamics, via string of maraccas strung around that portion of anatomy makes for exciting routine. They are a standout as is somedory of Gil Marr with "Granada." Rest of talent is typical of Latin types including the inevitable flamenco heel-and-toers.

Les Rhode and house orch han.

Les Rhode and house orch han-dle the Latin-limited musical as-signment like natives. Large

Night Club Reviews

Continued from page 116

Goman's Gay 90's, S.F.

which sit well for a good mitt.
Pat Yankee, a hish blonde rigged
as a black silk 90s beauty, has a
thoughty warbling quality which
neatly dovetails with her brash,
impish delivery. Her "Ouly a Bird
in a Gilded Cage", and "Way Down
in New Orleans" as well as her,
encore: "Alexander's, Rag. Time

ely, she then, my."
Finale turn by Bay Cily Four, rbed in yellow blazers and white bissers, is a hot closer. This hase combines songs, with some ft shoe and corny magic thrown. It's all good stuff, and sumtals into a happy 40 minutes of

5 O'Clock, Miami B'ch

Mlami Beach, July 28.
Juck Carter, Harry Richman, Ro-sette Shaw, Charlie Barnet Orch; \$3,75 minimum.

Trio of acts booked in to replace vacationing Martha Raye adds up. as a lineup potent enough to con-tend with height of winter season

rings. Fact is they all roun-then, along the top cafe run, ack Carter, in this intimate m, hits in sharp and incisive mer. Fast-gabbing young come-t wraps them up from walkon room, hits in sharp and incisive manner. Fast-gabbing young comedian wraps them up from walkon and keeps the vocks mounting steadily with a solid blending of one-liners, zany carbons, localized yarns and sound songalog, working months ago.

the years. Contains all his stand-dards with toppers his "Birth of the Blues" and "Puttin" On the Ritz."
Rosette Shaw tees off matters in good style to hold her own in this company. Though still tend-ing to overdramatize delivery, she

500 Club. A. C. Atlantic City, July 26.
Darras, & Julia, Lon Scilers, Tip
g & Cobina, Bob Mannina, Hen
erson Girls 15), Jack Curpiss, Jo

nicely, ranging from sentimental to live.

noke, incely, rangling from sentimental to live.

Tippy & Cobina is an act offersome text incentification of the antics of two monkeys as something different in night club incentification. They glare at customers made custodians of two bananas at a uke and toy plano, and as climax, and she core, in the second of the second

Laurel & Hardy Re-Pacted For 6 Months by Delfont

Due to their success last year.
Bernard Delfont has signed Laurel & Hardy for six months' return engagement here on the Moss Empires and Stoll drouses.

Team is due to meet in the

Team is due to open in the provinces Oct. 19 and has already leen eighed as a four weeks' at-raction for Christmas at the Ein-

Schnoz Back to Vegas

Las Vegas, July 28.

Desert Inn has hined up Jinniy. Durante to headline its Yuletde floorshow, date marking the Schnoz's second appearance at the hostelry in six months.

VARIETY BILLS

n parentheses indicates circult; (I) independent; (L) Loew; (M) Mossi (P) Paramount; (R) RKO; (S) Stoll; (T) Tivoli; (W) Warner

NEW YORK CITY Music Hall (b) 30 Genia Mell Corps de Ballet Lytona & Sparks Warren Duke Art Choral Ensemble Rice Huton Rockettes Fyroleans wan Ore

Lon-Hall
Trixic
L Gridwold
L Gridwold
L Gridwold
Ballet Corns
Ballet Corns
Chicago (P) 31
Mickey Rooney
Fran Warren
Eijnen O'Dare
Renald & Rudy
Dick Winslow
Midden
O'Dare
Perk & Hallow
Madcaps
Roy Douglas
Fontaines
Ray Eberle oren Palace (R) 31 rdon & Parvis rdine Thorn Co Lowery & C Toomay Shin Timblin Fontaines
Ray Eberlo
PITTSBURGH Penn (L) 31-3
Johnny Ray
III-Jacquet Ore
Danny Crystal
Haydocks
WASHINGTON
Capitol (L) 30
3 Suns

F Lowery & C
Toomay
C Shor Timblin
Satisfifiers
Milton Douglas
Curo Rimac Ch
Curo Rimac Ch
Laramount
Laram 3 Suns Jack LaRue M Colleano Co Gene Archer

AUSTRALIA

AUCKLAND
Her Majesty's (7) 27
Fommy Trinder
Bostonib
Bostonib
Hafima & Konarski
Hafima & Konarski
Hafima & Honarski
Hafi

BRITAIN BRISTOL Empire (1) Dickie Arnold Mickie Warter Des Dale Valerie Walsh Maurice Stolle

deons alter Niblo m Yue Jen Co Bro & June

) Bro & June BLACKPOOL)pera House (I) 27 Compagnons de la Clianson Tarry Secombe eve Boswell Tarry Bailey Cathryn Moore Frio Hugony Hugony Coronet Singer Tyrrell: os de for n Tyrrell: ups de Ballet John Tiller Girls Palace (I) 27 vid Hughes K Jackson

Pharos & Marina Oswnenos Parry Nixon & Dixon Royal & Revere Eddie Lee CHELSEA Palace (I) 27 Jack Anton 20 Gals CHISWICK Empire (S) 27 Tssy Bonn Tssy Bonn
Eddie Calvert
McAndrews & M
Ray Allen
2 Lucillas lack Jackson
himpanzees
lonway & Day
Pirated
evanda & Van
Artemus & Gang
Newman Twins

Clive Walsh & Kemble Nicol & Kemple
COVENTRY
Hippodrome (1) 27
Terry Thomas
Dargie 5
Bel Argay
Lizzet & Eddie
Joan Rhodes
Eddle Reindeer
Lorrae Desmond
3 Poupees 2 Canters Knis Legionnaire Portugese Horses Welsh & Shetland Kossmayer Carolas Cockatoos Kossmayers Mule Klats Lions

Cosmayers Mule Clats Lions Tarzana Attle Jimmy Angelos Immy Scott Tyreusettos Olympiads Olympiads (I) 27 Allan Jones

Cavozells Seaton & O'Dell Palace (I) 27.

ga Varona Denis Bro & B ma McCall anger Bro

Lon-Hall Trixic

e Church Ternent C

REWCASTLE
Empire (M) 27
Rodena 3
bavid Whitfield
Austral
Chan Canasta
Allen Bro & June
Hall
Norman & Ladd
Joyce Golding
Woods & Jarrett

Jovee Golding
Woods & Jarrett
NORTHAMPTON
New' (1) 27
Tom Jacobsen
Land West
The Denyers
Atan Alan
Drive High
Beggies Dennis
The Mikawakis
NORWICH
Hippodrome (1) 27
Tom Bradley

Tom: Driver Dave Winton NOTTINGHAM Empire (M) 27 2 Sterlings Merry Macs Billy Maxam Silver & Day P & P Page

3 Loose Sciews
Walter Jackson
Andree Jan
George Goonan
NOTTINGHAM
Royal (M) 27
Albert Grant
Valerie Lawson
Campbrill-Russell
Edwin Hill

PORTSMOUTH Royal (M) 27 c Oliver PORTSMOUTH
Royal (M) 27
Vir Offiver
Tanner Sis
Sivian Campbell
C Stanton
Lester Sharpe
Hi & Mack
Maureen Power
Frank C aston
Ernic Brooks
Ernic Brooks
Street Sincers
Maey & Mayne
Street Sincers
Mayne
Street Sincers
Mayne
Street Sincers
Morris & Cowley
4 - Ramblers
3 Jimps
Muldoon 5
Vadden & Girls
Berginan & Minit
Elray SWANSEE
Empire (M) 27
Retty Driver
Alex Diecon
My Street
Fempire (M) 27
Retty Driver

Empire (M) 27
Empire (M) 27
Retty Briver
Alec Pleon
Edna Brown
Harry Jacobson
Hackford & Doyle
Marenis
Boys ton Boys cia & Ventura

Lynion- hoys
Tricia & Ventura
2 Renis
Wil-VERHAMPTON
Hall Blue
Baby Zou-Zou
England & Parker
Jonnie Illeward
Eddie Hawlings
Tommy Swift
Gwen Pields
WOOD GREEN
Empire (5) 27
Graham Bro
Illa Page
Illa Page
Illa Page
Joan Hall
Inene Dickson
Glem Arthur
Elaine Demonte
Scunthore
Scunthore
Scunthore
Scunthore
Scunthore
Sound
Davies & Lee

Don Arrol Davies & Leo Shires & Hynes McDonald Sis Douglas Maynard M Stanley 10 Rogan Girls

Seitz & Kolchi Dick Price Sid Krofft Kodell Martin Men D Hild Dancers (10)

D Hild Dancers (10
Palmer House
Georgie Gobel
Saveen
Viggo Jahn
Wyma,
Three's Company
Martha A Bentley
Hamilton & Thomat
Christopher & King
Louise McMullen
Dorothy Auli
Johnny King
Robert Copper
Henry King Orc Kodell
Maricich & Peterson
Dick Salter
Bill Jordan
N & F Waldo
Buddy Rust
Olie Clark
Dennis & Daylene
Boulevar Dears (7)
F Mästers Ore.
Edgewaler Beach Edgewater Beach F Martin Orc Murray Arnold

LOS ANGELES

Ambassador Hotel
The Szonys
Patachou
Al Bornier Gre
Al Bornier Music
Paul Gilbert
Carole Richards
E Bradford Ore
B Gray's Bandbox
Hilly Gray
Moore & Lessy
Billimore Hotel
Dave Birry
Anita Oros
Trio Bass
Hal Derwin Ore Ciro's Katherine Dunha Dick Stabile Orc Dick Stabile Ore Charley Foy's I. Carter & Carti'rs Mary Foy M. Padula A Browne Orc Mocambo

Joanne Gilbert E Oliver Orc Statler Hotel Xavier Cugat Or Abbe Lane

MIAMI-MIAMI BEACH

Clover Club.
Lillian Roth
Bob McFadden
Dolores, Renay
Ted Lawrie
Tony Lopez Ore
Selma Harlowe Line
Lafin, Casino.
Hal Winter
Litico

Halfin Casino.
Hal Winter Little Control of Rosita Sun Sun Bahae Rev Harem Club Jimmy. Day Bobby Barton Princess Eara Camile Stevens Cangle Cangl

AMI BEACH

Five O'clock Club

Jack Carlor

Harry Richman

Rosette Shaw

Charlie Barnet-Opt

Galety Club

Zorida

Raquel

Raquel

Lynn-Starp

Len Dawson Ore

Chas Victor Ore

Filo Parker

Patty Lee

Sans Soucl Hotel

Fectundo Rivero 5

Patty Lee

Sans Soucl Hotel

Fectundo Rivero 5

Anne Essentt

Sacans Ore

Anne Resentt

Sacans Ore

Ann Herman Ders

Saxony Hotel

Raye & Naldi

Freddie Stewart

Val Olman Org

Bernie Mayerson

Toro De La Cruit

Ore
Tony De La Cruz
Tano & Dee
Vagabonds Club
Vagabonds (4)
Maria Neglia
Condos & Brandov
Elissa Jayne
Frank Linale Ore
Elcanor Guipo
Royal Tahlitians
Paul Goupil

LAS VEGAS, NEVADA Golden Nugget Ada Leonard Orc Joe Venuti Bert Henry Jim Alexander Tommy Conine

LAS VEGA:

Desert Inn
Betty Hutton
Skytarks
Jim & Midfred
Mulcay
Donn Arden Dners
Carlton Hayes Ore
Jack Laftimer
Remo Balli
El Cortez
Charley Choney
Terri Andemeron
B Shrivanek Ore
El Rancho Vegas
Harry James Ore
Somiy Howard
Buddy Rich
El Rancho Vegas
Harry James
S Jones "Insanties
of 54
Tony Martin
Alan King
Hall Borne
Frank Howard
Budt Strefels

Tony Martin
Marking
Man King
Man King
Han King
Han King
Han King
Han Howard
Plamingo Starlets
Torris Brand Ore.
Last Frontier (13)
Joan Blondell
Romo Vincent
Kirby Stone 5
Dick Lerner
Levelyn Ders
S Ennis Ore

HA

Sans Souci Olga Chaviano Julieta & Sams Emilita Dago Tropicana

Dick & Biondi Emilio Ramil

Jim Alexandre
Jim Alexandre
Jim Alexandre
Jim Alexandre
Sahara
Gene Nelson
Marguerite Piazza
Cavaliers
Sa-Harem Dners
Cee Davidson Ore
Red Buttons Co
Charles Nelson
Copa Girls
Ray Sinatra Ore
Saliver Siliper
Kay Sinatra Ore
Saliver Siliper
Kenwy Kaye
Jimmy Cavanaugh
Bill Willard
M Gates Palominos
George Redman Ore
Mental Meny
Norman Brooks
Henny Youngman
Artini & Consulo
Dunhilis
Karen Rich
Barney R HAVANA
uci Doris & Robert Margarita Robies, Montmarte Rita Montaner Bola de Nieve Elpidio & Margot Barrancos A Alonso Ballet

Now It's Microfilming Of Sheet Music That's Worrying Tin Pan Pubs

Spreading use of microfilm to reproduce sheet music has added another headache to the publishing biz. The pubs currently are frying to effect some sort of controls against these threats to their oversill income and convigit Values.

to effect some sort of controls against these threats to their overall income and copyright Values.

Latest development in the microfilming of sheet music to disturb the industry is plan of some educational clinics to flash choral music on the screen. Pubs figure that if this becomes a steady practice, a large portion of sales to the educational field will be cut off. Majority of the publishers also feel that the audiovisual program now being sponsored by the Music Educators. National Conference will, if allowed to run wild, irreparably damage the sheet sales biz.

In collaboration wild, irreparably damage the sheet sales biz.

In collaboration with the recording industry, the publishers to a large extent have been able to clamp town on the peddling of independently made disks by colleges, universities and high schools of performances by their various concert outfits. At a Music Publishers Assn. meet recently, the publishers on copyright items. They were told that there should be no disparity between collecting on a major label disk and platter made by a school recording inachine.

New Acts

MARIE WILSON Comedy, Song 25 Mins. Del Mar Hotel, Calif.

Del Mar Hotel, Calif.
Star of films and TV, Marie Wilson encounters difficulty in transition from "Irma" characterization to nitery. entertainer. Unfortunately, break-in in hotel's Century Room coincided with Del Mar turf meet opening, bringing hipster crowd and Hollywood show-me set—tough for any nitery neophyte to face. This, it's felt, stirred more jitters than would have been normal on occasion.

jitters than would have been normal on occasion.

Wearing pink-sequined gown cut low, blonde comic's appearance is superb. As always, she has air of bewilderment that such an innocent, doll-like face could have been connected—as though by error—to the busty body. Adds up to a smirkingly sexy innocence that is act's theme. Despite stress on her physical assets, good taste rules with few exceptions.

Best number, oddly, comes while wearing coat and babushka in etching of typical autograph hound. With appropriate music, portrayal has hints of pathos which could be hit even harder. Characterization would be aided, too, by stronger lines than "Mr. Jessel, you look real George."

real George."

Tongue-in-cheek yearning for dramatic roles is expressed as she shows how she'd handle "Street-car," "Rain" and a Tallulah telephone scene. Humor here is largely visual, but doesn't come off as strongly as intended, possibly because lines aren't punched across adequately.

strong, the saren't punched across adequately.

Need for stronger projection is apparent also in "I'm in the Money" sequence, dealing with Vegas gaming without much originality in material

Ing, without much originating the fibrial.

As it stands, act must be bolstered from start to finish with entirely new approach. Aura of "Irma" being unsuited to nitery freight-payers, Miss Wilson might try less naive expression to go with fantastic figger, thus boosting sophistication quotient. Warmer contact with audience is knack that should return after her long spell in TV, but Miss Wilson's nitery personality needs definition and purpose. Once this is established, suitable material would be needed to put Marie in running. Planistarranger Ray Rasch's work is firstrate.

Don:

HIGH TOWERS (2) Acro-Dancers 8 Mins. Capitol, Washington

Capitol, Washington

This act shows considerable flash, with the exceedingly supple girl rather than the man doing the most difficult stunts. Dance steps are to interlard the acro numbers of which at least two are outstanding and sure applause getters. Man, lying on his back with an unlighted cigaret in his mouth, supports the girl who stands on his raised hands with a lighted cigaret in her mouth. She does a full backbend to light his cigaret from hers.

part of his dress can be quickly detached, and pair enter to stage what customers think will be a normal due terping routine. At appropriate moments in act, the canine member, held in the wines by an unseen assistant, is released, darts-on-stage, and seizes a different piece of the male dancer's garments. Trick achieves solid applause, which increases as terper's dress becomes scantler.

Okay for general yaude run and

Okay for general vaude run and for video. Gord

Unit Review

Aqua Follies of 1953 (Wirth Pool, Mpls.) Minneapolis, July 25, "Aqua Follies of 1953" produced

by Al Shechan; water ballet direc-tor, Helen Star; stage ballet director, Helen Star; stage ballet director, Dorothy Lundstrum; costumes, John M. Williams; stage and water designs, Fred Smith; music arrangements, James McLeod; lighting effects, Jack Higgins; fireworks, Thearle-Duffield; with Ann Curtis, Vicki & Lyle Drawes; Hobie Billingsley, Bruce Harlan, Jack Roth, Jim Strong, Orwin Harvey, Charlie Diehl, Tommy Thompson, Four Step Bros., Tom Martin, Rex Ramer with Eileen Marsh, George Prentice, Tato & Julia, Lida De-Valle, Birt Hanson, Four Singing Aqua Guys, Aqua Dears (26), Aqua Darlings (24), Ben Barnett Orch (14); \$3.50 top.

This 14th annual "Aqua Follies." deluxe water and stage spectacle, sets a new high in lavishness and wealth of entertainment. Locally weath of entertainment. Locally produced solely as a Minneapolis and Seattle summer festivals attraction and measuring up to Broadway standards in sumptuousness and quality, it gives no hint of any stinting of funds that its short five-week existence might suggest. suggest.

suggest.

Diving and swimming acts that pepper the proceedings, choreography, production, costuming and lighting are all top drawer in every respect. The accomplishment of putting together such a finished show in this boff style for its limited period of only two engagements represents the biggest feather yet in the hats of Minneapolis producer Al Sheehan and his staff.

producer Al Sheehan and his staff. Show doesn't deviate from the accepted format for this type of offering. What makes it outstanding is the excellence of its component parts which fit smoothly into a fast moving, eye-dazzling and fun-studded whole. The stunning beauty of its natural Wirth Pool al fresco setting under the stars enhances its effectiveness.

On the water and there's the

signate than the man doing the most difficult stunts. Dance steps are to interlard the acro numbers of which at least two are outstanding and sure applause getters. Man, lying on his back with an unlighted cigaret in his mouth, supports the girl who stands on his raised hands with a lighted cigaret in her mouth. She does a full backbend to light his cigaret from hers.

Later gal balances herself on a pedestal about three feet off the ground and does another slow backbend, seizing a handkerchief in her mouth and then straightering up. Dancing includes such numbers as jive steps with cart-d wheels, girl being tossed in an apanche routine, etc. Act is nicely gressed. Man works in tuxedo and girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with bare mids girl, who is pretty and slim, in a short ballet outfit with a lighted to girl the province with the male quartette. I salso okay. Tom Martin again yellow the s

Rouna Norman Vaughan Sonya Corbeat Sigrita Show Girls Nudes Boy Dancers Ballet Ballet SYDNEY Tivoli (T) 27 Gino Mattera Glenda Raymond Ronald Dowd Harold Williams John Fullard

ASTON Hippodrome (I) 27 Phyllis Dixey ack Tracy Jarge Models

BIRMINGHAM Ippodrome (M) 27 Aphott & L Costello uzon 3 Jackson deons

Newman Twins
his Sands
BLACKPOOL
Tower Circus (1) 27
Cairoll & Paul
J. Flying Croneras
sischers Elephants
Hunsels

inter Grdns (1) 28
Idan Jones
en Platt
orecambe & Wise
e Morlidor Trio
ne 3 Cottas
ob Murray
arry Worth
an Bayless
alcolm Goddard
Goodfellow
mnette's Belles

Joe Poynton Anders & Jean Loe: Brooklyn Earl Darney Irma Logan Al Brandon Eric Marsh Edward Orland Terry Howard BRADFORD Alhambra (M) 27 Tessie O'Shea

Eddle Reindeer
Lorrae Desmond
3 Poupees
DERBY
Hippodrome (5) 27
Norman 1# ins
Betty Jumel
V & J Crastonlan
Bil & Bil
Jackie Trevor
Swan & Leigh
Tiller Girls
Cyclo Bro

GRANADA East Ham (1) 27 Billy Banks Shek Ben Ali 2 Micheles

Palace (I) 27
Jan & Juanita
Frank Richards
Bryan Burdon
A Redmond
Johnny Laycock
Grahamnelsen (Irls
Metropolitan (I) 27
Bartlet & Ross
Arthur Haynes
Roy Murray
Aronwitz
Moyna Cope

Jüdy Lambert
Harry Millins
LEICESTER
Palace (\$) 27
Roy Lester
Eric Lloyd
Keime Lucus
2 Tonelys
Fred Sloan
M Birley
Ruy Walter
Max Carole

LIMERPOOL Empire (M) 27 Frank Sinatra Richard Sis Len Marten 3 Hours

3. Houres
Joe Church
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Palled Thomas
Palled Thomas
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Hippod

Cabaret Bills

NEW YORK CITY

Paul Judson
No. 1 Fifth Avi
Rob Downey
Harold Fonville
Hazol Webster
Harold Fonville
Hazol Webster
Harold Fonville
Hazol Webster
Joe LaPorte Orc
Park Sheraton
Milt Herth
Joan Bishop
Rosa Riviera
Joel Grey
Harry Belafonle
Kathryn Lee
Kare Platt
Harry Belafonle
Kathryn Lee
Kare Platt
Orc
Publi Campo Orc
Doug Rogers
Arden Line
Verstilles
Vice To See You
Gers
Grey Harry Belafonle
Kathryn Lee
Harry Belafonle
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Harry Lee
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Harry Bel

De Castro Sis
Gloria Leroy
Art Waner Ore
B. Harlowe Ore
Le Ruban Bleu
Janc Dulo
Marshall Lzeu
Jackson Sisters
Norman Paris
Arto & Fay
Alice Sirickland
Jane Windson
Paul Judson
No. 1 Fifth Ave
Hob Downey

Bloe Angel
Felicia Sanders
Orson Bean
Celia Cabot
Three Rins
Eadie & Rack
Init Howard
Jimur Lyons
Bon Soir
Jimune Daniels
Oliver Waterleit
Grosser & Wood
Garland Wilson
Mae Barnes
Conscabana

Copacabana
Jimmy Nelson
Dominique
Mace Barrett
Lee Kane
Priors M Durso Ore Frank Marti Ore Chateau Madrid Facundo Rivero F Alonso Ore Al Castellanos Ore

Al Castellanos Orc Embers Barbara Carroll Tyree Glenn Jue Jones Hotel Ambassador Jules Lande Orc Hotel Aster Samniy Kaye Orc Hotel Bilimore Cayaliers

Samuly Kave Oye
Hotel Billmore
Cavallers
Hotel New Yorker
B Commins Ore
D & T Lemae
Karen.
Hotel Plerre
Bernice Pyers
Hotel Plerre
Bernice Pyers
Stanley Hotal Ore
Chico Relli Ore
Hotel Plaza
M Bergere Ore
N Matthey Ore
Hotel Plaza
M Bergere Ore
N Matthey Ore
Hotel Staller
Hotel Staller
Hotel Staller
Chas Pisk
Hotel Taff
Vincent Loper Ore
Latin Guarter
Frankin & Langlack Divant
Linguant

Gien Moore Gre Bobbie Martin Zeb Carver Myles Bell Piute Pete Hal Graham Orc Waldorf-Astoria Chavales De Espana Trini Reves Emil Coleman Orc Alischa Borr Orc CHICAGO

Ken Sweet Trio Ken Sweet Trio
Chez Pares
P Hayes & M Healy
Ted & P Rodriguez
Lottie Francis
Chez Adorables (8)
Rrian Farnon Ore
Conrad Hilton Hot'l
Elleen Carroll
Margie Lus

Pro Playreaders Vanishing Breed Now: Loss to Legit Seen in Sifting Talent

Professional playreaders, once a key element in legit, are now a vanishing breed. Most producers, no longer able to afford regular readers, delegate the work to staff nembers, and in some instances look over more scripts personally than they formerly did.

nements, and the property did.

Such is the demand for the increasingly rare and valuable hit script nowadays that most Broadway managements read, or at least skim through, just about every prospect submitted, even unagented unsolicited ones. Moreover, producers and agents these days are also on the constant lookout for novels, short stories, etc., or even ideas suitable for adaptation as plays or musicals.

All plays sent to Robert Whitehead are read by his general manager, Oscar Olesen. Every one sent to Robert Breen, production associate of Blevins Davis, is perused by Warner Watson, his assistant. Breen himself, long interested in new authors, reads at least part of every script received. Similarly, Kermit Bloomgarden sees most scripts sent him, with an assist from Ann Gordon, former play-reader for the Theatre Guild.

Unknowns' Status

Guild does not accept unagented ripts by unknowns, but the Playrights Co. does. With the latter chts Co. does. With the latter initation, where reading is ded among some 10 staffers, is which may be passed up by firm itself may be optioned indually by members or associated, as has been done by Roger Stevens, Victor Samrock and (Continued on page 120)

Deride L'ville Mayor's **30G Legit Donation As** Misspent 'Garbage' Coin

Louisville, July 28.
Local politicos are breathing
wn the neck of Mayor Charles
Farnsley for his contribution of on from his contingent fund the production of "Tall Ken-kian." Outspoken was John B. lor, regular Republican organization candidate for the mayoralty omination. Taylor bluntly would have been better e money for better proage collection. better police

garbage collection.

Taylor was quoted as saying, "I believe the City Administration should do all possible to promote culture for the citizens. But show biz is too hazardous for most professionals, and why our present Mayor thought he could be a successful promoter is something else. The Tall Kentuckian' was a good show, and I enjoyed it very much. What I could not enjoy was all the empty seats, even on opening might, and the thought of what it empty seats, even on opening night, and the thought of what it was costing the taxpayers of

night, and the thought of what it was costing the tapayers of Louisville."

Taylor stated, "It is reliably reported that the loss was in the neighborhood of \$48,000, and that \$30,000 was paid by the city of Louisville with tapayers' money. If some local firms had not paid half the cost of employees' tickets and grocery stores sold tickets at a discount, there is no telling how much would have been lost.

"Tall Kentuckian" was presented for three weeks at the Iroquois Amphitheatre, in connection with the town's Founding Festival, and cost of the show was reported at \$98.750 — \$64.953 in production tosts and \$33,807 in operating expenses. Ticket sales brought in \$50.796.92

Mull Coast Al Fresco Bard Showing as Annual Event

Hollywood, July 28.

Recent production at the Redlands (Col.) Bowl of "A Midsummer Night's Dream," under the direction of Albert and Bertha Johnson, may be put on as an annual
event there. The Redlands community has been pitching the idea
of a yearly presentation of the
Shakespearean work at the Johnson, and others connected with the
officials, which preemed there oftering, which preemed there

I mes K. Guthrie fronted the ords for the production, while droune Hays Beaman supervised the dancers and Wilbur Schowalter directed the choral ensemble.

100G Advance on Toronto 'Pacific' a Month Ahead

Toronto, July 28.

In for an advertised four weeks commencing Aug. 24, but which

tional company of "South Pacific" has close to a \$100,000 advance at the Royal Alexandra, with the 1.525-seater scaled at a hefty \$5.50 top.

Dependent on length of the De

Dependent on length of the Detroit run, opening ad of South Pacific, here drew a \$75.000 the Pacific, here drew a \$75.000 the Pacific, here drew a \$75.000 the Pacific, here was discovered by another mad rush sees some \$25,000 additional for window sales, plus another third of this amount coming in from out-of-town mail order requests.

'Town' Into Chips **Next Mid-Week**

is due to get into the black about the middle of next week. Musical is grossing about \$55,200 a week the exact amount depending on the pass list) and averaging \$9.900 operating profit. Rosalind Russell starrer is currently in its 23d week at the Winter Garden, N. Y.

As of July 4, the Robert Fryer production had grossed \$1.023.318 on its 150 performances to date and had earned back \$181.166 (including \$824 royalities from southerner programs) of its \$226.632 cost (including \$1.960 additional costume expense). That left \$45.466 still to be recouped. Venture represents a \$250.000 investment. Musical, with book by Joseph Fields and Jerome Chodorov, score by Leonard Bernstein and lyries by Betty Comden and Adoph Green, is based on the 1940-41 straight comedy. My Sister Eileen," which Fields and Chodorov adapted from the New York

rov adapted from the New sketches by Ruth McKenney.

More Shows Taking to Road Simplified, Sans Scenery

Move by producers to cut costs via elimination of scenery is gaining momentum. Elimination, favor of backdrop and props, has been tried recently on two shows which were originally given the full production treatment when they opened on Broadway. Another presentation, which utilized seenery when initially offered on Broadway, is scheduled to tour the strawhat circuit next month without scenie fixtures, other than props.

out scenic fixtures. Other the props.

The two offerings, which have already used the cycloramic technique, are "The Crucible" and "Point of No Return." In the case of "Crucible" the switch to a cyclorama was effected while the drama was still on the boards. Show's closing, shortly after the switch was made, didn't necessarily reflect on, the mode of presentations. switch was made, didn't necessarily reflect on the mode of presentation. The production had been racking up poor grosses during the tail-end of its run, even when the scenery was in use. Critical reaction to the cycloramic production was generally favorable. 'Return,' using a cyclorama nine identical chairs and three tables, was but on last week by the Equity group at the Barn Theatre, Augusta, Mich.

ich.
Slated to tour the barn circuit
ext month sans scenery is a packge of "Bernardine." Offering is
eing sent out by Willard Merrill Jose Ferrer, in addition to during and directing, shares with through its effective use in such offerings as "Don Juan in Hell"

and "John Brown's Body."

Singer Pat Morrisey has switched to Joe Glaser's Associated Booking to

What About Standees?
Observing the line waiting at a subway change window in New York last week to buy the new tokens for use the next. new tokens for use the next day, when the fare increase be-comes effective, a legit man-ager suggested that the City Transit Commission should have opened a second window to take care of the advance sale.

sale

His companion agreed, but added that probably nothing had been done about handling mail orders, booking parties or making broker allotments, without

Defend Chi 'Ozarks Maid.' 'Sassie Lassy' as Salty 'Beefstew' Legit Menu

in the Ozarks" and who will soun be testing his own "Sassie Little Lassie" at a Barnesville, Pa., strawhatter, defends his preoccupation with salty productions on the grounds that they have good pull. "These are beefstew plays," he says. "You don't have to cultivate a taste for them. True, they're cornballs, but they have the same value as comic, strips, and more people read the comics in Chicago than they do Claudia Cassidy."

The record seems to bear him out. "Maid" is now in its 12th week here, and is continually the only lucrative theatre fare current in the Loon. On tour, it has played a total of 40 weeks so far, being skedded for a minimum of 69 in all, with future bookings in Minneapolis, Kansas City, Witch. Ita and St. Louis. According to Kenley it has already drawn 200. Minneapolis, Kansas (alty, Witco fla and St. Louis. According to Kenley it has already drawn 200. 000 Chicagoans, and is expected to lure a 10th of the city's population before closing in September. With two-for-one ticket sales, it

has captured people who have never been to the theatre before. Kenley explains that this is be-cause his plays are on the level of the general LQ.

the general 1.Q.
"I don't think the general 1.Q.
is low," he says, "but it's uninhibited. I consider their 1.Q. high when they know enough not to pay \$7.50 or \$5 for a theatre scat,"

EQUITY OKAYS 8 NEW AGENCY FRANCHISES

Actors Equity council voted last eek to issue eight new talent franchises. Okavs are subject to compliance by the percenters of union regulations cover-ing payment of license fees, filing of certain affidavits relating to existing talent contracts, etc.

agency committee, which is pro-ceeding as quickly as possible to process all applications. About 80-odd application blanks were recent-ly sent by the committee to agents whose recuests for such recognition were on file.

Initial eight okays covered Jane Deacy, Eddie Elkon, Diana Hunt, Ken Later, Marjorie: Morrow, Martin Poll, Josephine Van Patten and Max Wolff.

Radio-Equipped Taxicabs Aid St. Louis Muny Sales

Sale of ducats via radio-equipped axicabs is a new gimmick being tre Assn., sponsor of al fresco en tertainment in Forest Park Play tertainment in Forest Park Play-house, to hypo bo, sales, Idea, worked out by manager Paul Beis-man and owners of the three largest taxi companies, and put into effect last week, enables taxi-riders to make known their ducat desires to the drives, who radios, his office.

his office.

It in turn phones the main Municipal b.o. downtown and the made. Ducats of

Equity Mulls Upped Commissions For Agents, Exclusive Legit Pacts

Fryer and Whyte Separate at 'Sea'

ner hip of Robert Fryer and Thor as B. Whyte, Jr., who combined f the production of "Wonderf

raise any financing, but g ced "last money." That is

Off-B'way Now Showcase As 2d Chance for Flops

Off-Broadway appears to be switching from a tryont ground for to a s or Main showcase for Main Stem Hops. Greenwich Villages: Circle-in-the-Square theatre has followed this formula successfully with produc-tions of "Summer and Smoke" and "The Grass Harp." The former of fering ran for approximately a year, while the latter play has been running for the past few

been running for the past few months.

Another Broadway flop, which did a quick fold last season and is now slated for off-Broadway resur-rection, is "Climate of Eden." Show is scheduled to be put on by Current Stages Oct. 5 as its inau-gural production of the 1953-54 season. Also scheduled for Octo-ber production is "The Emperor's

Total Earned Profit On

'Dolls' Now \$1,776,640

'Guys and Dolls' earned a net profit of \$8.052 during the tour weeks ended last June 27. That included \$9.507 profit on the Broadway production, less \$1.455 loss on the touring edition.

Total earned profit is now \$1, 776 640 on the two-company operation, and the distributed profit \$1.548,192 on an ortginal investment of \$250,000. Original edition is currently in Washington, but recommenders to the contract. Contrary to present regulations, no agent commissions would be al-loyed that would reduce the act-or's salary below the Equity min-

effect by the council, is (Continued on page 126)

Equity Taking Major Steps to Help Boost Stage Mgr. Employment

Necessary qualifications of stage manager, according to a union's requirements, are to ba served as a stage manager in Broadway or touring productle or as assistant stage manager, three different productions; noce as an assistant stage managing law, seasons as stage managing law, seasons as stage managing two seasons as stage managing the seasons as stage managing the seasons as stage as a season as stage as a season as stage as a season as seasons as stage as a season as seasons as stage as a season as seasons as

Among the 397 qualified managers listed by Equity number of producers dirt theatre managers authors d

Ferrer a Writer Too

La Jolla, Cal., July 28 Feirer, in addition to pa

Strawhat Biz on Continued Upbeat As Pinza, Brando Roll Up Records

Westport, Conn., July 28.

All boxoffice records in the 23r-history of the Country Playise were dissolved last week by
smash revival of "The Play's
stands sales for Leo
G. Carroll's "Bishop Misbehaves" of
July 20-25) reached almost sellout
smash revival of "The Play's
schould smash sellout
smash revival of "The Play's
schould smash sellout
smash revival of "The Play's
schoolhouse in the late 1800's
now looks like a shrewd deal,
Audience sits in canvas and alumit
the atre's books. Playhouse in the late 1800's
Audience sits in canvas and alumit
the atre's books. Playhouse in the late 1800's
schoolhouse in the late 1800's
Hall and huilt
ten than \$13,500, made possible
now looks like a shrewd deal,
Audience sits in canvas and alumit
the atre's books. Playhouse in the Play house in the Play house in the late 1800's
schoolhouse in the late 1800's
Hall and huilt
the atre's books. Playhouse in the late 1800's
"Island Visit." costarring Cedric
Hardwicke and Lili Darvas at the
Playhouse in the Playhouse in the Playhouse in the Playhouse in the Playhouse in the Playhouse in the Playhouse in the Playhouse in the Playhouse in the Playhous

Brando's Record \$11.300

Reports on early season biz at Milton Stiefel's Ivoryton Playhouse at the first four weeks of 1953 a substantial boost over the same period in 52.

Opening show, "Mister Roberts" Wayne Morriso showed a profit; Bell, Book and Candle" (Barry Sullivan-Viveca Lindfors) followed suit, and Ethel Waters in "Member of the Wedding" made it three in a row. Last week, Marlon Brando in "Arms and the Man" took the spot's record at \$Ro \$11,300.

Current is "Island Visit," with Cedric Hardwicke and Lili Darvas.

'Roberts' \$8,399, Skowhegan Skowhegan, Me., July 28, 'Mister Roberts' package, with Ray. Parker starred, grossed \$8,390 last week at the Lakewood Theatre

here. Show is currently playing the Sacandaga Park (N. Y.) Summer Theatre.

'Bell' \$8,000, Matunuck
Matunuck, R. I., July 28,
'Bell, Book and Candle' package, with Alexis Smith and Victor
Jory starred, racked up \$8,000 last
week, at the Theatre-by-the-Sea
here.

here.
Current attraction is the tryout of Sigmund Miller's "An Ancient Instinct," with Nina Foch and Glenda Farrell headlining.

Blondes' Sock 10G, Niagara
Buffalo, July 28,
"Gentlemen Prefer Blondes"
with Betty Bartley, at Niagara Falls
Summer Theatre last week, established a new high gross for the

At \$2.50 during the week and \$3 on three weekend performances, musical tallied a lusty \$10,000,

Musical tallied a Justy \$10,000,

New Saratoga Mark
Saratoga, NY, July 28.

John Huntington's Spa Summer
Theatre, for the secondatime within
a fortnight, reached a new July
mark, when Viveca Lindfors and
Barry Sullivan in "Bell, Book and
Candle," grossed \$8,073 in the 578seater at \$3 top. The fourth highest
take in Huntington's seven seasons
of operation here, it made virtually
certain that 1953 will be his most
successful summer.
Peggy Ann Garner in "The Moon
Is Blue" established a July record,
the second week, with \$7.460. The
house has passed the \$6,000 figure
every week to date.

Rawson's Split-Sked

The first week of producer Ron Rawson's Split-week roogramming between the Westhampton (L.L.)
Playhouse and the John Drew Theatre in East Hampton was pretty much touch and go, but things are looking up now. Situation was particularly uncertain in East Hampton, where the local 400, accustomed to years of Philip Barry's star-package presentation, was blding its time to see how the new Rawson resident cast picley would pan out.

Boxoffice action during opening week was light until word got around that the performances were dramatically (and socially) accept—

minor Noel Coward failed to dentthe momentum of the boxoffice
take for "The Marquis" at the
Berkshire Playhouse here last
week, when a \$5.200 gross was
ticked off, second best of the current season.

Francesca Bruning, after a fouryear absence, is starring this week
in "Jane," Alan Hewitt and John
W, Austin are featured, Miss,
Bruning's last appearance here
was in 1949 in "The Heiress."

Hub Biz At Even Keel
Boston, July 28.
Although last week's grosses at Lee Falk-Al Capp-owned barns re down slightly over the preus week's nifties, biz continued fairly even keel. The practiy unheralded "One Thing After tother" managed to nab near nother? managed to nab near nother? managed to nab near 1,000 at the 917-seat Boston mimer Theatre, with "Annie Get our Gun" pulling an okay \$10,-10 into the 1,400-seat County aylouse. Both houses are scaled \$3, top.

Playnouse, both 15 stronger, with "Annie Get Your Gun" moving into the intown silo, while
Harlon Brando, starring in "Arms
and the Man," holds forth at the d the Man," hol amingham site.

Framingham site.

'Earnest' \$1,850, Reading Reading, Pa., July 28. The Berks Players presentation of The Importance of Being Earnest' chalked up. \$1,850 in the group's fourth show at Green Hills Theatre here. The Players are nearly \$1,000 ahead of last year's figures for the same date at the 353-seat barn. The old melodrama, "Sidewalks of New York," opens tonight (Tues.) with Joseph Bird, Jim Scott, Evie Jacobs and Charles Schulte in the leads.

Next Tuesday (4), "The Late Christopher Bean" takes over for five shows.

Maryland Barn Folds
Baltimore, July 29.
Faced with strong competition from Washington, the nearby Olncy (Md.) Theatre and other prostock operations in the area, Pine Tree Players, non-Equity summer theatre near Laurel, called it quits after the fifth show in their projected eight-week season.

The company was recruited from

Lambs Hold Annual Wash On Long Island Estate

Headed by N. Y. Mayor Vincent Impelliteri, Robert Christenberry, Shepherd Bill Gaxton, Ex-Shepherd John Golden (1893), Jack Whiting, Havoid Hoffman, Arthur Ashley, Joe E. Brown and Russ. Brown, the Lambs held their annual Wash (picnic) last Sunday at (26) Pineacres, the 65-acre estate of the late Percy Williams, through the courtesy of president Emil. the courtesy of president Emil Freidlander Jack Rayold, manager of Pineacres, welcomed the party of 200 at Islip Station, Long

of 200 at Islip Station, Lung of 200 at Islip Station, Island.

A welcoming ceremony at the flagpole was presided over by Jacob I. Goodstein, who officiated in the place of President Friedlander: Gaxton and Joe E. Brown replied for the Lambs.

The day was spent enjoying some 15 athletic games. Whiting, Julian Noa and Fred Irving Lewis, with an assist by John Effratt, kept the athletic events running smoothly.

the athletic events running smoothly.

Following these events and a picnic collation, a show was given for the Lambs and their guests, as well as for the guests of the late Percy Williams, some 25 oldtimers of show business at present living there.

Legit Bits

Florida Friebus will be in the cast of "Teahouse of the August Moon," costarring John Forsythe and David Wayne Roger Livesey and Ursula Jeans (Mrs. Livesey) will costar in the Broadway edition of the London play, "Escapade" Henry Fonda, who had been mentioned for practically every other show headed for Broadway in the fall, will star as Lt. Greenwald, defense attorney in "The Caine Mutiny Court Martial," Herman Wouk's dramatization of the trial sequence in his "Caine Mutiny" novel. John Hodiak will be costarred as Lt. Maryk, and Charles Laughton will supervise. Paul Gregory's production.

Preston Sturges has taken over as director of "Carnival in Flanders," succeeding Bretaigne Windust who has gone to London for

gow, London and Paris Mrs. James Withers Elliott, whose pro-ducer-husband died last week, plans to carry out his scheduled presentation of Blow the Man

Show Finances

HAZEL FLAGG
(As of June 13, '53)
Original investment, including 20°% overcall\$240,000 Tryout loss
Net cost as of opening night in N. Y.
Gross for last two weeks
Operating profit for last two weeks Return of capital to backers Bonds and deposits 35,455
Other assets, including advance royalties, insurance, etc. 4938
Balance available for distribution 18,663
(Note: The Jule Styne-Anthony B. Farrell production, which opened Feb. 11, '53, laid off July 4, '53, at the Mark Hellinger, N. Y., but is scheduled to resume there Sept. 1.)

Playreaders Vanishing

William Fields, Also, Lynn Austin, demise of the reader as a welcome reader for Stevens, herself op-break. reader for Stevens, herself op-tioned "In the Summer House" and "Take a Giant Step" when he turned them down.

Somewhat similar situation exists at Cornell-McClintic office, where about half the scripts received are submitted as possible vehicles for Katharine Cornell and the rest may be for Guthrie McClintic, or for general managers Gertrude Macy and Stanley Gilkey, both also producers in their own right. Miss Macy, in particular, is interested in new playwrights.

Cornell-McClintic and the Guild offices are among the few Broadway outfits still employing playreaders. William Worthington has been Cornell-McClintic reader for 25 years, and the Guild script department includes two regular readers and two assistants, plus special outside help on foreign lanwhere about half the scripts re-

readers and two assistants, plus special outside help on foreign lan-

guage plays.

Paul Bigelow, head of the Guild script department, says that the organization has a long-established policy of sponsoring new authors. He notes that such names as Tennessee Williams and William Ingewere given first professional productions by the Guild. Management currently has hopes for Donald Windham, author of "The Starless Air." He collaborated with Tennessee Williams on "You Touched me," a Broadway production of 1945-46.

Other producers who do not

the reader could be one more ex-pendable. Unknown playwrights, who may tend to regard readers as ducer-instand died last week the reader could be one more exceeding the reader could be one more exceeding the reader could be one more exceeding assignment in the tryout of presentation of "Blow the Man who may tend to regard readers as "An Ancient Instinct" at the Theology of the Start Thomas blocks between author and protein this week is 3375, including the Mitchell.

Situation may actually work in reverse, however. For the function of a playreader, it's pointed out, is not merely to cull the rare potential or possible hit from the deluge of hopeless screed that designed on most extablished. deluge of nopeless screed that de-scend on most established man-agements. He should also note the not-acceptable but meritorious ef-fort and, even more important, spot the undeveloped author of promise, and be able to cite de-fects, make suggestions and offer encouragement.

How valuable such support car How valuable such support can-be is demonstrated in the case of Tennessee Williams, in whose early efforts agent Audrey Wood saw the spark of talent to encour-age and foster through his lean years to world-wide success.

Barn Notes

Barn Notes

Eunice Osborne is director of "K.G.," which begins a six-performance tryout at the Malden Bridge (N.Y.) Playhouse today (Wed.). Edwin Child, who closed his Dixfield (Me.) Summer Theatre this season after four years of operation, is resident stage manager for the Triple Cities Playhouse, Binghamton N.Y. He's also acting at the barn. Kenneth Nelson and Dorothy Greener will appear in the tryout of "Solomon Grundy," which begins a two-week engagement at the Arena Theatre, Rochester, Aug. 11, to be followed by a one-week stand at the Corning (N.Y.) Summer Theatre.

Richard White is stage manager and Pamela Printy and Hollowy Branch are lead performers at the Reginald Goode Theatre, Clinton Hollow, N.Y.. Alleen Aune, singer, is touring the strawhat circuit in "Call Me Madam".

James Awe and Charles Mooney, managers, respectively, of the Falmouth Playhouse, Coonamessett, Mass., and the Cape Playhouse, Dennis, Mass., have been upped to associate producer status by Richard Aldrich, who operates both barns. Demeter," a revue which had a short run earlier this vear in Harlem under the title, "The Year Round," will be presented at the White Barn Theatre, Westoot, Conn., Sunday (2). Michael Howard has been engaged as director at the Woodstock (N.Y.) Playhouse for the second half of the season, replacing Philip Robinson, who was released from his barn assignment to stage a TV-film on the Coost. Howard has been a resident actor with the Cecilwood Theatre, Fishkill, N.Y., prior to moving over to Woodstock.

Kent Sinith is set for the Ben Rumson role in "Paint Your Wagon" at State Fair Musicals, Dallas, Aug., 17-30. Kay Medford is also pacted for the Cherry Jourdel role, which was packed for the Cher Multiny" novel. John Hodiak will be constructed as LL Maryk, and constructed

292G Gain to Date On 40G 'Poster'

"Fourposter," Playwrights Co. production of the Jan de Hartog comedy, has earned \$292,517 profit thus far on its \$40,000 investment. Backers get half, with the remainder being split on two-to-one basis by the management and Jessica Tandy and Hume Cronyn, the original stars who held the U. S. stage rights and first tested the play in a strawhat tour.

first tested the play in a strawhat tour.

As of last June 30, the distributed profit on the show amounted to \$264.822, leaving \$27.694 available for distribution. However, the two-character play may earn additional coin, as the production is due to go on tour again in the fall, with Sylvia Sidney and Romney Brent as costars.

After its preliminary strawhat break-in, "Fourposter" was restaged by Jose Ferrer and opened Oct. 24, "51, at the Barrymore, N. Y. The Cronyns, who got a percentage of the gross in addition to their share of the profits, withdrew June 7, "52, being succeeded by Betty Field and Burgess Meredith and then by Miss Sidney and Brent. That production closed last May-2.

After a vacation, the Cronyns went on tour with the play, taking

After a vacation, the Cronyns went on tour with the play, taking it to the Coast and back, and finally closing last May 30.

Current Road Shows

(July 27-Aug. 8)

Carnival in Flanders (Dolores Gray, John Raitt) (tryout)—Phil-harmonic Aud., L.A. (27-1); Phil-harmonic Aud., S.F. (3-8) (Reviewed in Variety, June 10, '53). Good Nite, Ladies—Geary, S.F. (37-8)

(27-8). Guys and Dolls (B'way Co.)—Na-

tional, Wash. (27-8).
Guys and Dolls (2d Co.)—Biltmore, L.A. (27-1); Civic Aud., Pasadena, Cal. (3-8).
Maid in the Ozarks—Selwyn, Chi

(27-8). New Faces—Great Northern, Chi

(27-8),
Pal Joey (Harold Lang)—Shubert, Chi (27-8),
South Pacific (Jeanne Bal, Webb Tilkon)—Shubert, Detroit (27-8).

Future B'way Openings

liazel Flagg (reopening), Hellin-Guys and Dolls (reopening), 46th

Aug. 10.

Anna Russell's Little Show, Vancrbilt, Sept. 8.

Pin to See the Peep Show, Playouse, Sept. 17.

Carnival in Flanders, Century, eck of Sept. 28.

Tea and Sympathy, Barrymore, ept. 30.

Daphne, unspecified theatre, ept. 30.

pt. 30.

Three Stories High, unspecified leatre, Oct. 1.

Paradise Question, unspecified leatre, Oct. 8.

Ladies of the Corridor, unspecified theatre, Oct. 14.

Late Love, unspecified theatre, Oct. 13.

t. 13. Little Hut, Coronet, week of

Oct. 12.

Teahouse of the August Moon,
Martin Beck, Oct. 15.
Oh Men, Oh Women, unspecified theatre, week of Oct. 19.
To Charlie, With Love, unspecified theatre, week of Oct. 19.
Gentle Does It; Playhouse, Oct. 26.

Sherlock Holmes, unspecified theatire, week of Oct. 26.
Sabrina Fair, unspecified theatile. Oct. 27.
Girl Can Tell, unspecified theatire. Oct. 29.

e. Oct. 29. Solid Gold Cadillac, unspecified

Solid Gold Cadillac, unspeculitratre, Nov. 2.
Kind Sir, Alvin, Nov. 4.
All Summer Long, unspecified theatre, week of Nov. 9.
Black Candle, unspecified theathe, week of Nov. 23.
Caine Mutiny Court Martial, unspecified theatre, early January.

'Soldier' 8G, Fort Wayne

Fort Wayne, July 28.

'Chocolate Soldier' drew 5,326
In three shows at the Franke Park
outdoor theatre here Friday
through Sunday (24-26), for gross
of under \$8,000.

Robert Lawrence, Met Opera air fuizmaster, will direct the NBC Summer Symphony Orchestra in a fourcert Sunday (2) over NBC. This will be Lawrence's first appearance as conductor on the symph.

B'way Biographies

(The Playwright)

Once upon a time.
Playwrights just wrote plays.
Now they direct, too.
Of course, most of them Or course, most of them
Don't know a stage wait
From a stage brace,
But they do know
That two royalty checks
Are more beautiful than one;
And they're all beauty lovers,
Every man hack of them.

Besides, if you direct Your own play, No illiterate, unfeeling, tasteless Goon of a producer Can cut your winged words If he tries, You just out vote him Two to one.

Then it also has other

Then it also has other Lovely advantages, Such as the last two words In choosing the cast, The scenic designer, The costumer,

The theatre

And even the backers.
All in all
It's the cutest run-around
Since the invention of the wheel

No wonder statistics show that,
Next to songwriters,
There are more
Would-be playwrights
Than anything else in the world.

Strawhat Tryouts

(July 27-Aug. 9)
An Ancient Instinct, by Sigmund
Miller—Theatre-by-the-Sea, Matu-nuck, R. I. (27-1).

Atlas Holds Up, by Ward Eaton—Cape May (N.J.) Summer Theatre (28-1).

Be Quiet My Love, by Bruce Brighton—Playhouse Theatre, Somerset, Mass. (3-8).

erset, Mass. (3-8).
Captain Ahab, by Tyrus Hillway
—Starlight Wharf Theatre; Nantucket, Mass. (3-8):
Chintz and Chippendale, by Gordon Wholey—Sea Cliff (LL) Summer Theatre (27-1).
Dazzling Hour; adapted by Jose
Ferrer and Ketti Frings from
Anna Bonacci's original French—
La Jolla (Cal.) Playhouse (28-9).
Frons. of Spring, by Nathaniel

Frogs of Spring, by Nathaniel Benchley — Falmouth Playhouse Coonamessett, Mass. (27-1); Ogun-quit (Me.) Playhouse (3-8).

quit. (Me.) Playhouse (3-8).

Great Scott, by Easter Yahya and
Robert Holton—Great Neck (L.I.)
Summer Playhouse (27-1).

Happy Hunting Ground, by
Sloane Elliot — Saranac Lake
(N. Y.) Summer Theatre (27-1).

Happiest Days of Your Life, by
John Dighton—Lake Shore Playhouse, Derby, N. Y. (28-2). Hilltop
Summer Theatre, Lutherville, Md.
(28-2).

Summer Theatre, Lutherville, Md. (28-2).

K. G., by Halsey Melone—Malden Bridge (N.Y.) Playhouse (29-3).

Make Momma Happy, by George Baxt—Lakeside Theatre, Landing, N.J. (3-8).

Once Married, Twice Shy, by Lawrence Langner — Westport (Conn.) Country Playhouse (27-1).

Mr. Peepers, by Marrijane and Joseph Hayes—Port Players, Oconomowoc, Wis. (29-1).

Scribblers Three, by Hunter Blore Beaton — Barter Theatre, Abingdon, Va. (30-5).

See You Tomorrow, by Ned Armstrong—Putnam County Playhouse, Mahopac, N.Y. (4-8).

Some Little Honor, by Josephine Bentham—Woodstock (N.Y.). Playhouse (28-2).

Strike a Match, by Robert Smith

Bentham—Woodstock (N.Y.) Playhouse (28-2).
Strike a Match, by Robert Smith—Sacandaga Park (N.Y.) Summer Theatre (3-8. (Tryout reviewed in Vantery Aug. 27. 52).
Three Stories High, by Winifred Wolfe-Westchester Playhouse, Mt. Kisco, N. Y. (28-2).
Three-Troed Pony, by Sidney Michaels — Berkshire Playhouse. Stockbridge, Mass. (3-8).
Time of Storm, by Sheldon Stark — Tufts Arena, Medford, Mass. (28-1).

Time
Stark — Tufts Arena,
Mass. (28-1).
Too Much Amphitryon, by George
Maxim Ross—Putnam County Playhouse, Mahopac, N.Y. (28-1).
U.S.A., by John Dos Passos—
White Barn Theatre, Westport,
(1-2).

Colours, by

With Barn Theatre, westpool, Conn. (1-2).
With Drums and Colours, by Romeo Muller—Theatre Go Round, Virginia Beach, Va. (4-8).

'Pacific' \$30,900, Detroit

'Sweethearts' \$26,500

Louisville, July 28,
Iroquois Amphitheatre's second
musical, the oldie Victor Herbert
"Sweethearts," with Gil Lamb
heading the cast, took in around
\$26,500 in seven performances last
week, through Sunday 26), Cast
also included Doris Patston, Mary
Roche, John Elliott, Melton Moore,
Willis, Mary

"Firefly" opened Monday night 7), Cast leads include Lois Hunt obert Shafer and Jack Norton.

'Flanders' 36G, 'Dolls' \$20,200, L.A.

Los Angeles, July 28.

Los Angeles, July 28.

Business levels of previous sessions were maintained last week, with the two touring musicals continuing on the red side of the ledger, while the N.Y. City Ballet and "Mister Roberts" continued to register well. Same lineup continues for this frame.

Estimates for Last Week

Carrival in Flanders, Philhar-

Estimates for Last Week
Carnival in Flanders, Philharmonic Aud 43d wk) (\$4.80; 2,670).
Down to \$36,000 Current session
is last before San Francisco.
Guys and Bolis, Biltimore (4th
wk) (\$4.20; 1,636). Another poor
\$20,200.
Mister Roberts, Las Palmas (5th
wk) (\$3.60; 400). Still fine \$5,400.
N.Y. City Ballet, Greek Theatre
(3d wk) (\$3.50; 4,400). Walloping
\$48,100.

'NANETTE' LIVELY 48G IN ST. LOO MUNY WEEK

IN ST. LOO MUNY WEEK

St. Louis, July 28.

Fifth revival of "No, No, Nanette" in the Municipal Theatre Assn. affresco playhouse was a bo. success last week, despite continuing hot spell. Piece would up a seven-night stand. Sunday (26) with a gross of approximately \$48,000, with 54,000 payers attending, Betty Bruce, Robert F. Smith, Bibi-Osterwald, Diran Drake and Leonard Claret had lead roles.

With all the dialogue and songs in English, "Carmen? launched a one-week stand last night (Mon) before a sweltering mob of 9,100, the largest opening, night of the season, for an estimated take of \$7,000. It is the first presentation of the piece in this theatre, although the defunct St. Louis Grand Opera Assn. presented it in 1924 and 1926 after the close of the regular season.

Toes' So-So \$42,000 For K.C. Starlight Week

Kansas City, July 28.
Starlight Theatre wound up its lightest week of the season as its fifth production. "On Your Toes," closed Sunday night 126) to a comparatively meagre crowd. After a satisfactory opening night; show settled down to nightly attendance of about 4,500 for a so-so week at \$42,000.

Show took a boating

of about 4,500 for a so-so. Week
\$42,000.
Show took a beating on several
counts from local critics who are
usually overly tolerant of the cityowned theatre, which is roundly
boosted as a civic enterprise. Landon Laird, Kansas City Star reriever, gave it no quarter, the first
show this season he has found
under par.
Sixth show on the schedule is
"Up in Central Park," which opened Monday 127; for a seven-night
run. Cast includes Nina Olivette,
Betty Ann Busch, Richard Alkinson, Alan Carney, Jay Velfe, Wal-

'Cat' \$15,490, Toronto

Detroit, July 28.
Touring company of "South Pacific" drew a modest \$30.900 last week, its ninth, at the Shubert here. Top was \$4.80.

Jeanne Ball and Webb-Tilton-are costarred in the Rodgers-Hammer-stein musical.

thearts' \$26,500 In Louisville Amphi B'way Off Again in July Doldrums; 'King and I' \$30,500, 'Wish' \$24,900, **'Picnic' \$21,500, 'Angels' \$9,600**

'Girl Crazy' OK \$36,100 At Dallas State Fair

'Faces' \$24,350, **'Joey' \$21,400, Chi**

"Maid in the Ozarks" is closing "Maid in the Ozarks" is closing Aug. 22 and opening next day in-Minneapolis. "Pal Joey" is closing Aug. 27 and opening Greek Thea-ire, L.A., Aug. 31 for two weeks. Then it goes to Geary, San Fran-cisco for four. "New Paces" is staying into September.

Estimates for Last Week

'MARIETTA' TOPS PITT SEASON WITH \$39,000

SEASUN WITH \$39,000

Pittslurgh, July 28:
Civie Light Opera Assa, hit its high for the season so far last week with "Naughty Marietta," a repeat, which did \$39,000; lopping the previous grosser, "Call Me Madam," by more than a grand. Downpour which washed out the Wednesday night (22) performance held down take, Brian Sullivan, Rosemarie Brancato, Jack Goode, Oillie Franks and Shannan Bolin headed the cast.

Current attraction is "Three Wishes for Jamie," with Bert Wheeler, Dorothy MacNeil and Bill Johnson, latter returing to Pitt Stadium for the first time since he did "Marietta" and "Roberta" in 1946, the year the under-the-stars musical started locally.

Berkshire Fest Chamber Mark Set With 52G Take

Lenox, Mass., July 28.

Three weekends of Theatre
concert Hall programs at the Berk
hire Festival here, which ende
sunday night (26), broke, all all

cal Drama), O (Opera).
Other parenthetic designations refer, respectively, to top prices; number of seats, capacity gross and stars. Price sincludes 20% amusement tax, but grosses are net; i.e., exclusive of tax.

Can-Can, Shubert (120) wk)
MC-87-20; 1:361; \$50.160. Nearly \$50.000 previous week, \$51.000.

Dial M for Murder, Plymouth (39th wk) (D-84-30; 1.062; \$29.815)
Maurice Evanst. Over \$10.000
Fifth Season, Cort (27th wk) (C-\$4-80; 1.056; \$25.277) Menasha Skulnik, Richard Whorfs, Under \$17.900 (previous week, \$14.200).

King and I, St. James (122nd wk) (MD-\$7.20; 1.571; \$51.717) (Yul Brymer). Over \$30.500 (previous week, \$31.000).

Me and Juliet, Majestic 19th wk) (MC-\$7.20; 1.510; \$58.000). Under \$47.500 (previous week, \$47.700).

My 3. Angels, Morosco (20th wk) (C-\$4.80; 935; \$24.252). Under \$9.600 (previous week, \$8.900).

(C-\$4.80, 935, \$24,252), Under \$600 previous week, \$9,800),
Plenic, Music Box (22nd w (CD-\$6-\$4.80, 997, \$27,534), Alm \$21,500 (previous week, \$21,900)
Porgy and Bess, Zicgfeld (20, kl) (O-\$6; 1,628, \$48,244), O

Porgy and Bess, Ziegfeld (20th kb. (0-\$6; 1,628; \$48,244). Over \$16,700 ; pirevious week, \$16,500 ; Seven Year Itch, Fullon (36th wk). (2-\$6.\$4.80; 1,063; \$24,400). Tom Ewell. Over \$22,900 ; previous week, \$22,800; South Paelile, Broadway (218th kb). (MC-\$6.\$4.80; 1,900; \$44,000). (Martha Wilght, George Britton). Exactly \$24,700 ; previous week, \$26,000; Wish Van Western

\$26,000. Wish You Were Here, Imperial 157th wkl. (MC-\$7.20; 1.400; \$52,-060). Nearly \$24,000 previous week. \$20,400. Wonderful Town, Wister Goden (22nd, wkl.) MC-\$7.20; 1.510; \$54.173. Rosalind Russelt. Over \$55,200 (previous week. \$55,200).

'DOLLS' \$39,600 IN 4TH D.C. WEEK: 'ANNIE' 213G

Washington, July 28.
Washington area had his best overall legit week of the summer last week, with strong boxofflee music reported both in town and

the strawhats. "Guys and Dolls" wound up its irth week at the National Theafourth week at the National Thea-fourth week at the National Thea-tie with \$39,600 in the till, down a little from the two previous weeks, but still running very strong.

y Joe Moss.

Out at suburban Olney (Md.)
heatre, the Players, Inc., presention of "Lady's Not for Burng" grossed a crackling \$6,500,
he company's best take of the

'Waltz' \$40,000, Frisco; 'Ladies' Dips to \$11,000

San Francisco, July 28.
"The Great Waltz' held steady
r its third week at the Curran
t "Good Night Ladie," in spite
strong tourist support, single
dly for its third frame at the
eary.

Strawbat Reviews

Once Married, Twice

Nhy Westport, Conn., July 27. stport: Country Playhouse presenta-io comedy in three acts by Lawrence ner, Stars Elaine Stritch, Scott Mo-features, Clarence Derwent, Alice anan, Butterfly McQueen, Catharine et, Stater by Charles Bowden, Set-and lichting, by Maryin Reiss, Mr gott (Conn.) Country Playhouse, July

ine Humphreys Butterfly McQueen nine Ta bott Tower ourd'ine Ta bott. Clarence Derwent Gia Tower Elizabeth Eustis, Matuso Siephen Cheng Grahrim Talbott. Siephen Cheng Grahrim O'Malley Alice Buchanen ei Valponi O'Malley Otto Huldi, n Von Gode Schutz Martin Greene.

Lawrence Languer has divided Lawrence Languer has divided the last 40 years between his law practice and his theatre operations (Theatre Guild, and such writings as, "Tangerine," "Henry Behave," "The School for Hushands", and "The Pursuit of Happiness"), but this is fire first time he has combined his commanding interests, For "Once Married, Twice Shy" is a play about a lawyer's private life in which Languer taps his expersence as a barrister and as a showman. He is in a carefree mood in both roles. roles. e author is dubtous about the

han. He is a a carefree mood the both roles.

The author is dubtous about the rewards of a conventional marriage as he unite. Carol Frazer, a successful writer of romantic fiction, and John Tower, a young lawyer apprenticed to one of those four-apprenticed to one guifaw in the theater. They have been singularly happy living out of wed-lock, but marriage seems to baske then ill-at-case, casping, humdrum and sometimes comic. They cannot even give a dinner party for the other lawyers and their wives without the roast slipping onto the floor and the salt thickening the soup.

The despairing wife finally slips off to Reno with fittle protest from her mate and when she returns there is every reason to believe that they will go back to their former bliss, and they do. Only, for the sake of a curtain twist, she reveals that she did not go through with the divorce after all.

Charles Bowden his produced this sermon with high spirit and succeeds in getting a summer play's quota of laughs, He has, to be sure, the cooperation of, an experienced company in "Once Married, Twice She."

e-cooperation of an experienced impany in "Once Married, Twice to the principal roles without fort, but it is the seasoned people the company who give Langner's ay its most fun. Catharine thoun Doucet for instance, has tly to gasp the indignities that n befall the neglected wife of a nior partner to enkindle the ting competition. Butterfly McQueen, who has cought joy to the theatre before, an endearing housemaid in a cice that only be described as a ueak. And Clarence Derwent, wing forth a whole senester in ocution as the senior lawyer, wertheless looks and moves as if were being presented by Gilbert iller. Alice Buchanan hasn't uch to do as the forebearing wife another lawyer, but she does it el. And the veteran Oto Hulet excellent as her husband. The setting by Marvin Reiss, is ne, except for a rather untidy ning room table, that restores the litem of furniture to the spot-ght it enjoyed, with more afteron it is true; in Frank Crayen's flue it to foul.

An Ancient Instinct

Wakefield, R. I., July 27, it Wohn & Harold Schiff produc-drama in three acts, by Simund Stays, Sina Foch, Glenda Parrell, Ryan feathers Heamwell Fletcher, ours: Directed by David Alexander; Gendfry Bruwn: Lighting, J. C. M. Theathe-by the Spa, Malunuck, by 27, 32.

cryptic tongue-lashing for which he gets his face stapped by the young wife. The volcanic eruption is too abrupt to be plausible, and much of the confusion in the viewer's mind is created by the weakness of the mother-in-law role in the first act.

The second act has some highly commendable comedy as the two brothers drink a few rounds with and are recalled by the Casanovaich philosophy of life of Brainwell Fletcher, an aging roue. His odyssey of the pursuit of the female of the specie and the idio-increasies of the specie as she led the meety chase, at an ever increasing average cost per conquest, is a wilcome relief from the emotionally overly-dramatic scenes.

Through it all the young wife fine's herself attracted to ber hisshord's brother; and finally fells for his. She is spurned as he gives her a usseehoanalysis which traces ber, friedly to the overly-solications in winning given her by her roother. This is followed by a mel-odynamic which the daughter more in which the daughter me

Thomas G. Batelliffe & Louis Maianal moduletion of comedy in these acts Gordon Wholey. Stars, Richard Nex. Ol Bakeney, features Olivé Templeton. Michael Brower. Wells. Richardson. Geomischer Charles Gordon Wholey. Brestling Periode Periode Committee Commit way ence Curlisworth cis Cuclisworth we Curlisworth Cromer v Macon Abner Morgenberger Mail Boy Floresculs Assistants

An Ancient Instinct

Wakefield, R. L. July 27

Bornal in the observation of the control of the c

itions in bringing given her by her Perry and Mckeen were together mother. This is followed by a melodromy the mother and daughter usually and the mother and decides to leve until she can think things for the mother and decides to leve until she can think things in the line of demarkable with the author's intention.

Miss Foch, as the confused wife with a strength of the author's intention.

Miss Forth, as the mother-in-law Ryan, as the patient husband, and refreshing roue.

Milet Taxes

Sea Cliff, L.I., July 27.

Thomes G. Rateliffe & Louis Macenuling and refreshing roue.

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Thomes G. Rateliffe & Louis Macenuling and refreshing roue.

Atter Taxes

A

The Great Granville of "The Angry Apes" is a sleight-of-hand wizard of another generation who clings to the illusion that one day he will come back. There should be some sympathy for this pathetic injan with a dream, but there is none. He's a frustrated, arrogant, nasty figure with a monumental gio, and without a single redeeming feature. Nobody cares what happens to Granville because he isn't worth caring about.

A levitation secret is his only Granville loose from it, at the same time making a play for the oldster's mistress, who will do almost anything to get her idol a job, even a teevee benefit. In the end, the ameritorious about a play that holds the interest of a cross-section of playgoers over a two-hour span. The case of "Sport," that something is a combination of good dialog and good production.

In the case of "Sport," that something is a combination of good dialog and good production.

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In the case of "Sport," that something is a combination of good dialog and good production.

In the case of "Sport," that something is a combination of good dialog and good production.

In the case of "Sport," that something is a combination of good dialog and she walks out on the crushed shaltered by Granville's hatred and suspicion and she walks out on the crushed shaltered has-been, a relie at long last face to face with himself.

Script is mostly static and after a dull first act it's reasonable to expect something will happen in the next two. But the author has nothing up his sleeve and the little pieces of, drama never come together. Fact is that there just isn't any straight point here to go forward from.

Acting for a summer stock presentation with one week of preparation isn't bad although Helen Mayon, a gifted, able character woman of the resident company, is

"After Taxes." formerly titled "Chintz and Chippendale." which had its world premier tonight (27) at the Sea Cliff Summer Theatre, suffees from the same complaint (a) at the Sea Cliff Summer Theatre, suffees from the same complaint (b) the Federal curse from which it derives its name—there's its too much of it. Playwright Gordon Wholey in this, his first entry on the professional stage, has done more than write a farce comedyner has overwritten it.

Heavy work with bluepencil and shears is called for before the production can even hope for a Broadway shand. Chief fault is that Wholey, rather than play for one two socko läughs per scene burdens his dialog with scores of incidental, and not too funny, quips that do nothing but confuse the audiences. Result is he gets thouling, but an occasional titler from several potentially good comedy sequences.

Richard Ney and Oliye Blakeney share top billing in the story about its first wholey. The basis of what material lived in the White Barn production. The Agry Appes' seems to be a

minor roles.
On the basis of what materialized in the White Barn production.
'The Angry Apes' seems to be a play of small consequence and very little chance.

Cohen:

least a third of the "Comedy" lines into straights, and playing a few of the scenes with something less than a full cast on stage. When all the required changes are made, with the other 50% that spells were cent talent and he could come up with the other 50% that spells success.

The Angry Apes

In Particular Particular Could come up with the other 50% that spells success.

Hank, in Pittsburgh July 21.

White Barn Theatre production of the mother's production of the could come up second act that the mother's production of the mother's production of the mother's production of the could be presented that the spells are also be farry hidger to absorb vicarioustly Pittsburgh's No. 1 strawhat is sulfably suave as the jet ace trying out a new drama by Harry Grace Powers portrays the mother Ridgley which Elaine Perry has already acquired for Broadway in an appealing, understanding already acquired for Broadway in manner. Bill Griffis handles the the fall. It's being directed here by role of hubby Ben with a Milgue-Hale McKeen, regular stager for White Barn, who's also slated to handle the reins when and if Miss; Perry and McKeen were together, girl friend, shows promise. Superst according to the son's porting players are adequate, as is Touchstone, too.

Unless "The Angry Apes" is not

The Indoor Sport

Sturbridge, Mass., July 25. Merry Go-Round Theatre production of medy in three acts from scenes) by Jack Perry, Directed by Howard R, Orms, A comedy in three acts
B. Perry, Directed by Howard R. Ornis, A.
Merry, Go. Round, Theatre, Sturbridge,
Mass., July 21, 333, 31,66 top.
Shefia Madison, Doris Payne
Maggie Closky, Cathy Martin
Ellen Hurride, Elaine Bullis Orms
Gary Madison, Jack Perry
Chio Reegen, July Asp
John Stone
Musicians, Allen Good, Margot
Hartman, Millicent Lott

Sturbridge, Mass.,

k pres-li prep-t, ay. Obvious outcom. Helen of the latter romance and a re-aracter turn to marital bliss for the origi-turn to marital bliss for the origi-cal couple.

of the latter romance and a return to marital bliss for the original couple.

Play is now a mixture of straight comedy and broad farce. Its best outlook is in latter category, inasmuch as its more pungent lines, situations and characterizations lie in that category.

Cooperative troupe, with William Martin as manager, offers a uniformly good cast. Doris Paynelends blonde attractiveness to the wife role: Perry doubles competently as the Fourth Estater. Cathy Martin's version of a busybody maid is amusing; Elaine Bullis Orms and Jim Asp are good as an individually disappointed-indove here who winds up romancing, and John Stone does well by the pigskin hero who leaves what hrains he has on the gridiron whencever he enters a drawing room.

Howard Orms has overcome the limitations of arena staging with a fluid job that presents the opustor good advantage. If revisions fail to land "Sport" on Broadway, if can always count on stock—and perhaps a film programmer.

to highlight its summer workshop season, but if the initial offering is any criterion the trio will do little more than provide pleasant divertissement for regular UCIA subscribers.

Initialler is "Repeat After Me" written by James Allardice, who penned "At War With the Army It's a mild comedy about a young couple who discover, on their firth wedding anniversary, that there marriage isn't legal, since the Justice of the Peace was unlicensed when he performed the ceremony. A recent 20th-Fox film, "We're Not Married," has milked the field as far as celluloid versions are concerned and a similarly-themed play, J. B. Priestley's "When We're Are Married," had a run of only about 20 weeks on Broadway during the 1939-40 season. And "Married" who wrote this a few years are as a thesis while a Yale studen, has injected a little more interest through creating the young husband as a sociology prof vying for a job as head of a new marriage counseling institute.

Creweut cast is adequate to the demands of the script but it deserves an extra plaudit for looking passably credible in the yous

demands of the script but it de-serves an extra plaudit for look-ing passably credible in the vast-ness of the Royce Hall stage, which is better fitted to a production of "Ben-Hur" than to mild comedies than to mild comedics t. Direction by Edward okay. Kap. of this sort. Dir Hearn is okay,

The Brogs of Spring

Coonamessett, Mass, July 27.
This new comedy by Nathaniel
Benchley, which he has adapted
from a series of stories he wrote
originally for the New Yorker,
keeps the audience here at Faimouth Playhouse in a state of
chuckles and laughter at least for
the first two acts.
Play shows that Benchley has
inherited some of his late father's
flair for the absurd and talent for
gentle spoofing of human foibles.
Not too strong on plot, "The Frogs
Of Spring" concerns the fortunes

hair for the absurd and talent for gentle spoofing of human foibles. Not too strong on plot, "The Frogs Of Spring" concerns the fortunes of two married couples, the Allens, and the Beldens, adjoining brownstone, houses in New York and share a rear garden.

It is the garden that is the scene of the comedy's activity. In it. after their day's work James Allen, a sociology professor, and Charles Belden, an advertising junior executive, relax and concord wild, hair-raising projects. These involve such props as a tank of helium (inhaling the stuff does wondrous things to the human voice); a house on stills for the kids, and finally, the purchase of an Army surplus water storage tank which the two schemers set up in the garden as a swimming pool. This latter monstrosity causes, a minor catastorphe and lead the men's wives both of when are

up in the garden as a swimming pool. This latter monstrosity causes a minor catastorphe and lead the men's wives, both of whom are fed up, anyway, by their husbands' projects, to open rebellion.

First two acts, even though episodic in nature, are distinguished by some good dialog and plenty of mirth-provoking situations. Allen and Belden are really a couple of Huck Finns who, despite the fact they don't have the wide Mississippi as a setting for their schemes, still manage to provide plenty of confusion on their own little plot, of ground. In addition, Benchley satirizes skillfully the small boy latent in most grown men.

Several of the episodes are really firstrate comedy. A secondact sequence, in which Allen, Bedden, and a character called The Man in the Window: all becoming increasingly mellowed by shots of Bourbon; discuss such earth-shaking problems as suits without vests, women, Grant's Tomb, and indi-

Record Posiman Gross

Chicago, July 82.

Barbara Payton collapsed in two consecutive performances of "Postman" Always Rings Twice" last week at the Drury Lane strawhatter, and fees had to be returned to the customers on both occasions. Ailment is said to be a nervous condition in her leg, which is not serious. She returned to the boards Friday night (24) after treatment in an Evanston hospital.

The Payton-Tom Neal production has been the biggest grosser to date at Drury Lane and would have topped \$10,000 if the two midweek performances hadn't been cancelled. Show still has another week to run, and advance sales are said to be heavy.

Equity Should Allow Exclusive Contracts As Actor Aid: Safier

Editor, VARIETY: Robert Lantz's recent letter to VARIETY makes a great deal of sense and I'd like to add my

sense and I'd like to add my thoughts to it.

I don't say that all actors must sign exclusively with an agent, but I feel that they should be given the right to do so. The work and time that goes into building a carrer in the theatre is pretty well-known by now, and if an actorfinds an agent in whom he believes and who believes in him and the agent does the kind of job that should and can be done, then there should he an exclusive contract. I do not have contracts with any

should he an exclusive contract.

I do not have contracts with any of my clients in theatre. But these people want me to represent them they sign SAG, AFTRA and AGVA contracts. When an actor has one agent for all fields, he is bound to get more money, better billing and constant watching and publing. It becomes a family relationship when client and agent grow together.

I've had discussions about this

I've had discussions about this problem with many agents and we are in accord, so I think it should be made possible and then left up to the individual actor to decide what he wants to do.

Gloria Safier.

Rochester Arena Sets First Musical Tryout

Rochester, July 28. Rochester, July 28.

Solomon Grundy," new musical by Mike Stewart and Shelley Mowell, will be given a two-week test beginning Aug. 8 at the Arena Theatre here, followed by a third week at the Corning (N. Y.) Summer Theatre, also operated by Dorothy Chernuck and Omar K. Lerman. It will be the first musical to be tested at the local spot.

New show will be the 51st production for the Arena, which began its year-round stock operation in November, 1950. Attendance during the two-year, eight-month history has totalled 126,812, with the top shows being "Pygmalion" (five weeks' run), "Cocktail Party," "Devil's Disciple," "Summer and Smoke," "Happiest Days of Your Life," "Major Barbara," and "Male Animal." Since its opening, the group has employed 45 professional actors, and more than 25 local non-pros. Air conditioning system was installed in the house this summer.

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Play Abroad

The Man With Expensive Tastes

Jack A. Gatti presentation of drama in three acts by Edward Percy and Lillian Denham. Stars Philip Stainton. George Curzon, Ruth Trouncer. Peter Bull. Disected by Henry Kendali Settings, Elizabeth Condon, July 23, 33, 32 top.
Sandra, Ord March Settings, Elizabeth Condon, July 23, 33, 32 top.
Sandra, Ord March March Hallett Yena Constance Wake Alfred Ord Philip Stainton Sylvester Ord George Curzon Noel Forder Micadows White Monsieur Onyx Peter Bull London, July 24.

Yrena Alfred Ord Sylvester Ord Noel Forder Monsieur Onyx

Spike Munch Dan Jackson Badie Sheridan Maurice Kauimann

One of the dreariest thrillers to reach the West End for a long time. "The Man With Expensive Tastes," has no prospects of survival. It is related without suspense and the authors sustain it for three acts without a modicum of imagination.

For the record, the plot deals with a graphological expert who gets most of his income by forging signatures on checks during self-hypnosis. The mastermind behind this operation poses as a clergyman who carries a revolver in a dummy Bible, and there are sundry other characters involved in the scheme. On the night of their biggest coup the forger injures his hand, and is persuaded to put his daughter in a trance and give her a new opportunity for displaying her talent as a copyist, On the sleuthing side is a young newspaperman who is engaged to the girl and an American agent who knew the forger during the war.

Even a director with the experience of Henry Kendall is beaten by the vague story, and the cast is bogged down by the inane plot. Philip Stainton, George Curzon, Ruth Trouncer and Peter Bull struggle in vain. The best thing about the production is the setting by Elizabeth Taplay.

Myro.

Heavy Subscriptions Cue OK '53-'54 Mpls. Season

Minneapolis, July 28.

Minneapolis, July 28.

Manager Jimmy Nederlander of the Lyceum considers the coming legit season's outlook bright here because, although there has been no campaign and only one newspaper ad so far, more than half of last season's unusually large number of Theatre Guild season subscribers have already re-pacted.

Number of subscribers was quadrupled last year by an elaborate, highly effective Council of Living Theatre campaign.

Local subscribers are being promised eight attractions the ensuing season. This is one more than last year, when the seven were the most ever brought here by the Guild up to that time. Also, the subscribers are not required to submit the entire season price with

the subscribers are not required to submit the entire season price with their order, as formerly, but can pay in installments.

Yiddish Folk-Play Season For Brooklyn Parkway

Menachem Rubin, Jewish actor, has signed for the Parkway, Brooklyn where he will introduce a new policy this fall, in the presentation of a series of legitimate Yiddish folk-plays during the 1953-54 season.

Rubin, who is to produce, direct and star in all productions, has selected "In Every Home," new play by Harry Kalmanowitz to open the season early in Sep-

'Roberts' \$9,100, Asbury Park.
Asbury Park, N. J., July 28.
Jeffrey Lynn in 'Mister Roberts' pulled in \$9,100 at the Savoy Theatre here last week. Gross was \$2,200 more than take the previous week by Viveca Lindfors and Barry Sullivan in 'Bell, Book and Candle.''
Franchot. Tone and Betsy von-Furstander.

Candle."
Franchot Tone and Betsy von
Furstenberg are current in "The
Second Man."

CAB CALLOWAY

"Porgy and Bess" 20th Week, ZIEGFELD, NEW YORK

"Cab Calloway for whom the part of 'Sportin' Life' was originally written ... a reater fidelity to the personality streaked with humor ... intellated with voral and rity thym-banter which-only he tan lock ... women's wear Delly Thomas R. Dah, Women's war Delly

Mgt.; BILL MITTLER, 1619 Broadway, New York

'SEA' SHOWS FINAL 8G PROFIT ON 60G OUTLAY

PROFIT ON 60G OUTLAY

"The Deep Blue Sea," Terence
Rattigan drama produced by Alfred de Liagre, Jr., and John C
Wilson, had a final profit of \$8,140
on its \$60,000 investment. The
show cost \$29,788 to bring to. Broadway, having earned \$8,547 on its
tryout four.

During its 132-performance
Broadway run, "Sea" recouped its
cost and earned \$20,956 profit, but
lost the difference during its disappointing tour. Margaret Sullavan
was the original star, but Uta
Hagen took over for the last few
weeks on the road.

H. M. Tennent's original London
production of the play was a substantial success, with Peggy Ash
croft as star.

New Amish Musical Getting Barn Tryout

Lancaster, Pa., July 28,

Lancaster, Pa., July 28.

"By Hex." new musics! cased on the customs of the Amish seet, will be presented at the Green Room. Club Theatre of Franklin & Marshall College here Aug. 20-Sept. 2. Show will be put on by Howard Blankman in association with the Summer Stock Players. Blankman did the music and Tyrics for the offering, while John Rengier, local attorney, penned the book. Dartell Larsen, vet director of F & Mlegit activities, is staging the musical, which will utilize a cast of 27, including principals, singers and daucers.

27. including principals, singers and daucers. Jan Forry, local dancer studio operator; is doing the choreogra-phy for the production.

U. of Minn. Setting Up Play Workshop Tours Minneapolis, July 28.

U. of Minnesota's department of

Minneapolis, July 28.

U. of Minnesota's department of concerts and lectures is inaugurating a new service to encourage and develop community and high school theatre activities throughout, the state.

New division of the department, which operates the U. of Minnesota Theatre, presenting a number of productions throughout the year at the university a 3 sending some on tour, will conduct play production workshops and give advice on production problems, according to James S. Lombard, the department's director.

Director is Paul Peterson, who has been head of the university's loan play library the past two years, and who has had extensive experience in acting, directing and producing.

H. R. Peterson, Minnesota State High School league executive secretary, is arranging for the opening of a number of the workshops in various state high schools next fall.

Limon Group Guesting At Jacob's Pillow Dance Fest

Lee, Mass., July 28.

Jose Limon and his company will be at the Jacob's Pillow Dance Festival here for seven perform-ances, from tonight (Tues.) through Saturday (1)

Saturday (1).

Group will be seen in two separate programs of dance works, choreographed by Limon and Doris Humphrey, the company's artistic

Marre Staging 'Kismet'

Los Angeles, July 28.

Albert Marre managing director of Boston's Brattle Theatre, is staging the Edwin Lester production, "Kismet," which will be world-premiered at the Philharmonic Auditorium Aug. 17. Musical will run four weeks here and four weeks in San Francisco hefore trekking to Broadway. Alfred Drake is starred in the show, which features Doretta Morrow and Arleen Whelan.

Marre has produced 64 shows at the Brattle Theatre, directing 34 of them, and is artistic director of the New York City Drama Co.

'Roberts' \$10.350, Fayetteville
Fayetteville, N.Y., July 28,
Wayne Morris package of "Mister Roberts" rang up over \$10.350
at the Country Playhouse here last
week. House, which scats slightly
more than 500, has a \$2.75 top.
Show is current at the Grist Mill
Playhouse, Andover, N.J., with a
return engagement at the Bar Harbor (Me.) Playhouse set for next
week.

Play Out of Town

My 3 Angels

My 3 Angels

La Jolla Playhouse presentation of comedy in three acts by Sam and Bella Speaker, the Comment of t

'Moon' Is Brightest Blue In Pitt Strawhat Area

Pittsburgh, July 28.

Colleges, Little Theatres Sparking Legit in South To Offset B'way Fare Lack

La Jolla, Cal., July 26.
f.a. Jolla Playhouse presentation of comedy in three acts b) Som and Bella Spewack. Directed by Spewack Setting by William Marcini Infilme, Barry Metice Al 12 Jolla (Cal.) Playhouse, July 21, 33, work in the drama is coming out of the universities and little the suite Ducotel District Marcin Louise Ducotel District Marcinian Manne, Parole Barbara Montron Joseph Kurt Kasthar Johnson Henri Trochard Lamont Johnson Henri Trochard Lamont Johnson Henri Trochard Lamont Johnson Henri Trochard Levien Henri Trochard Lamont Johnson, with the former supplying most of the rich Gallie flavor, with dash and flourish. His, in fact is a virtuose performance to be tranked with the best here:

Under Sam Spewack's staging a virtuose performance to be tranked with the best here:

Under Sam Spewack's staging and Henri Manney College, Hollins College, U. of North Carolina, at Greensboro, M.C., July 28.

Though Broadway theatrical fare in the south is sparse, significant work in the drama is coming out of the universities and little the-afre movement. The Carolina for the universities and little the afre movement. The Carolina for the universities and little the universities and little the afre movement. The Carolina for the universities and little the universities and little the afre movement. The Carolina of the universities and little the afre movement. The Carolina for the universities and little the universities and litt Greensboro, N.C., July 28. Though Broadway theatrical fare

of Alabama and two Negro schools, Florida A&M College and Tennessee A. and I.

Community theatres rating mention are Le Petit Theatre du Vieux Carre, which dies in with the Tulane-players in New Orleans, the Footlight Players of Charleston, and the dittle theatres of Atlanta, Macon, Augusta, Jacksonville, Tampa, St. Augustine, Fort Myers, San Antonio, Dallas, Houston, Shreveporf, Charlotte, Raleigh and Asheville.

Robert Porterfield's Barter Theatre of Abingdon, Va. sends out repertory touring companies each fall after a summer stand in the mountains.

The state of the theatre in the south is spotty. In certain localities there is intensive effort, usually sparked by a university, but most of the south is covered by large open spaces boasting nothing more than digh-school comedies, amateur, minstrel shows or polite playmaking by churches and club groups.

Nevertheless the south is waking

Biggest strawhat bonanza of the summer around here is turning out to be "The Moon Is Blue". P. High Herbert comedy was done hast month by the Mountain Playhouse at Jennerstown and set a new attendance mark there. As a result, it'll be repeated for another week sometime in September.

Shortly after the Jennerstown production, "Blue" was presented by the White Barn Theatre, which is much closer to Pittsburgh, and the story was exactly the same. It also broke the White Barn record and has likewise been listed for a repeat in September.

JUST COMPLETED TWO YEARS WITH **GUYS AND**

"Still true to Sid Melton"

CLAUDIA CASSIDY, Chicago Tribur

"Sid Melton scores"

EMILIA HODEL, San Francisco News

"Sid Melton—a walking definition of the word comedian, in upper case

HORTENSE MORTON, San Francisco Examiner



MELTON TO BE WATCHED

"An acting fellow who needs nothing more than decent springboard to demonstrate a remarkable talent. His offbeat timing is something that makes a comedian worth listening to even when the dia-logue is below par. His instinct for pantomine is even better. An engaging performer."

NEW YORK HERALD TRIBUNE

"Super acting ability."

VARIETY

FOR THE SUMMER MT. VERNON 8-5623

Zukor's Biog in Sept.

HCL—High Cost of Literature
Literature comes high these
avs: Doubleday's boxed edition
f "The Voices of Silence," by Anre Malroux, translated by Stuart
illbert, has a \$22.50 pre-publicaillbert, has a \$22.50 pre-publicaind, a limited edition tag of \$100.
The same publisher's "Columbia's
indicated by Stuart
y J. A. Kouwenhoven, chalirman Historical Portrait of New York," by J. A. Kouwenhoven, chairman of the English Dept. of Bernard College and a Harper's mag staffer, is a \$21 item (\$18 pre-pub), and Harry Hancen's two-volume, boxed edition of "The Complete Works of O. Henry" is price boxed at \$10. All are fall publications.

Ornstein's 'Currents'.

Bill Ornstein's 'Currents'.

Bill Ornstein Metro N.Y. tradepress contact, will have a second
collection of short stories published
this fall, under title of "Deep Currents." There will be 25 stories in
the new book, five more than in
"Ma and Me," and published by
Story Book Press in Dallas.

Meanwhile, "Ma and Me" is now
in its second printing.

Meanwhile, "Ma and In its second printing.

Eire Bluepencils Again

In a bluepencil wielding fest last week, the Irish Censorship Board banned 76 books, including F. Van Wyek Mason's "Himalayan Assignment," and "I'll Bury My Dead," by James Hadley Chase. At same session, censors also gave thumbsdown to batch of pulps and two periodica's, "Men" and "Cartoon Humour."

About the same time, the Censorship Appeals Board was at work and removed the ban on "Anthony Adverse," by Hervey Allen; "Dark Tapestry," by Mary Mitchell, and "The Caine Mutiny," by Herman Wouk.

Nix Truman's Tax Bid
Attempt by former President
Harry S. Truman to get a sevenyear tax spread on income from his
forthcoming memoirs has been
turned down by the Bureau of Internal Revenue.
Truman is judger contract to

nal Revenue, Truman is under contract to ne, Inc., to deliver the memoirs April 15, 1955, for publication Life, mag, and later as a book, e former prez is getting \$600.000, the tome, During the Truman ministration, President (then neral) Eisenbower was allowed. or the tome During the Truman administration. President (then beneral) Eisenhower was allowed o declare his \$1,000,000 income on its book. "Crusade in Hurope." on capital gams basis and save \$400,000 income says the control of the 000 in income taxes.

18th Century Theatre
The U. of California Press has
said two scholarly books of coniderable value to theatrical di-

braries.

"Steele at Drury Lane." by John Loftis (\$49. studies Sir Richard as playwright, essayist and theatre governor. There is special emphasis on political influences in the 18th century theatre. Various types of censorship and pressures are examined. The book underscores Steele's importance as a stage responding the pattern of comedy with his play. "The Conscious Lovers." Especially good reading lies in the account of Sir Richard's battle triangle the Lord Chamberlain when

Autry Mag Sult

Gene Autry Productions, of Hollywood, and the Western Printing and Lithographic Co., of Wisconsin, are trying to stop Cartoon-Art Productions, Ltd., of Glasgow, Scotland, from printing a magazine called "Gene Autry Comics No. 19."

They explain that the company was authorized to publish and self the magazine for a limited time up to Dec. 31. 52. In February, '53, Art Productions brought out another edition of Autry material. The Glasgow, firm says that magazine for a limited time up to Dec. 31. 52. In February, '53, Art Productions brought out another edition of Autry material. The Glasgow, firm says that magazine for a limited time up to Dec. 31. 52. In February, '53, Art Productions brought out another edition of Autry material. The Glasgow, firm says that magazine was print; defeore Dec. 31.

Lord Hill Watson, judge in the Court of Session in Edinburgh, sald it was obvious the case required further consideration by both parties. He continued it to allow them to amend their peadings. The case will be heard again on the first day of the new court session in the falt.

Zuko's Biog in Sept.

Dial's Show Biz List
Dial Press has several show biz
books on its fall list. "Of Ma I
Sina." antobiography by the vaude
monologist, Walter C. Kelly; "Who
He?" a satire one TV giveaway
shows, by Alfred Bester; "Hungry

Zukor's Biog in Sept.

Putnam has slated "The Public It Nover Wrong 1My 50 Years in the Motion Picture Industry" by As Eve "novel by Desmond Hall To Nover Wrong 1My 50 Years in on N. Y.'s 3d Ave bar-and-grill of Sociember publication.

Same publis bringing out "The Red Grange Story," by the University of Illinois "galloping ghost," as told to Ira Morton.

John Coast's "Dancers of Ball" is also due via Putnam in October, and the same firm is bringing out Daniel Blum's "A Pictorial History of the Si ent Screen" at an \$3.50 "ipre-publication" and \$10 price in November.

Another ballet book, also in the \$10 bracket, is "Ballet in Action." with the N. Y. City Ballet Company, photographs by Paul Himmel; text by Walter Terry, dance critic of the N. Y. Herald Tribune.

HCL—High Coast of Literature. Academy, "The 32d Annual on Advertising and Editorial Art." as compiled by the Art Directors Club of N. Y. "The Haunting Melody" by Thedor Reik, whose "psychoanalytical experiences in life and music" run the gamut from the symphonies of. Beethoven and Mahler to Franz Lehar and Richard Rodgers; and Boris Goldovsky's "Accent on Opera" which is sponsored by the Metropolitan Opera Guild.

Revived Judge

Judge, the oldine humor mag, will be revived and published as a weekly beginning Oct. 21 by David N. Laux, former ad director of Macfadden Publications.

Laux, who bought the title to the mag for a reported \$10,000 in 1948, will bring it out as a 32-page, 25c every-Wednesday mag of satire and humor. Editor will be Mabel Search, ex-managing editor of Mc-Call's and Good Housekeeping.

Barnard Femmes' Writings

A Columbia University bicenten-nial volume, a miscellany of writing by Barnard College women, under the title of "The Varied Harvest." will be published by Putnam's,

Brokenshire's Autobiog

Brokenshire's Autobiog

Norman Brokenshire has written
his memoirs for David McKay.
Book, entitled "This Is Norman
Brokenshire." mentions his threetime backsliding from 1931-1944,
until he came upon Alcoholics Anonymous.

Still More Anthologies
William Phillips and Philip
Rahy, editors and founders of the
Partisan Review, linve a second
anthology, "The New Partisan
Reader (1945-53)," also via Harcourt-Brace.

Reader (1945-53), also court-Brace
And another anthology is "Maugham's Choices of Kipling's Best," selected by Somerset Maugham, and Harry Hausen has done a foreword for a new "Complete Works of O. Henry," both for Doubledgy.

Musical Collections

Millon Cross and David E. Ewen have collaborated on "Milton Cross Encyclopedia of the Great Composers and Their Music" for Doubleday in October, Cross, Previous "The Complete Stories of Great Operas" sold 87,000 copies.

Another musical anthology is "Biographical Dictionary of Composers" by Dr. Percy M. Young, listing over 500 creators, It's a Cambridge (England) graduate and now teaches at Wolverhampton, England.

England.
An updated anthology is John Tasker Howard's "Stephen Foster America's Troubadour." due via Crowell in October.
More in the music field, Herbert Weinstock, book editor and program annotator for the Little Orchestra Society (New York), has authored "Music As An Art," for Harcourt-Brace.

land Sawyer, a Washington reporter for the Christian Science Monitor, one of the world's most respectable newspapers. Mr. Sawyer was wearing a pair of blue walking shorts, British or Bermudastyle, and knee-length white stockings; a conventional jacket, shirt and tie. "Gen. Eisenhower was not

and tie.

"Gen. Eisenhower was not shocked. No riots occurred. No demands were voiced that Mr. Sawyer be thrown out. We imagine most of the men at the conference wished they had some of Sawyer's courage. Maybe the time when such common-sense clothing will be generally adopted by men in the hotter parts of this country is even closen than we dreamed editorially a couple of weeks ago. If shorts don't shock the President, who else has any right to be agitated about them?"

The News followed it up by spot-

tated about them?"

The News followed it up by spotlighting its 6 ft. 7 in. D.C. correspondent. Frank Holeman, shown
wearing plaid shorts interviewing
Vice-President Nixon.

A. Allen Smith's Joker'
H. Allen Smith returns to his screwball metier in "The Compleat Practical Joker," with some illustrations by Charles Addams, reprising such congenital pranksters as Alexander Woollcott, Anatole France, Darryl Zanuck, Lord Halifax, Westbrook Pegler, et al.

A Frisco Dualer
San Francisco Chronicle columnist Herb Caen's new book
"Don't Call It Frisco" is due in
October via Doubleday. It's a
sequel to his "Baghdad-By-The
Bay." Another Chronicler, Joseph
Henry Jackson, has done "My
San Francisco" for Crowell. It
will come out a month earlier.

Dr. Maltz's Autobiog
Dr. Maxwell Maltz, w.k. in show
biz and a pioneer in plastic surgery, has written his autobiography, "Dr. Pygmalion." Dr. Maltz's
penthouse atop the Medical Arts
Bldg. on 57th St., N. Y., has long
been a show biz "filling station."

Komroff's N.Y. Childhood
Manuel Komroff tees off A. A.
Wyn's new series, "Growing Up in
America," which'll be under the
general editorship of Barthold
Fles, titled "Big City, Little Boy,"
dealing with Komroff's boyhood in
Manhattan.
Ralph E. Shikes has edited a
"Cartoon Annual" for Wyn, and
Whit & Hallie Burnett have again
compiled "Story Book Four," more
excerpts from the magazine of the
short stories in book form.

Ruth Chatterton's Novel
Ruth Chatterton's "The Betrayors" will be published by
Houghton-Mifflin in October. The
actress' second novel has a "Washington witch hunt" locale.
H-M is also publishing Speed
Lamkin's second novel, "The Easter Egg Hunt," a Hollywood story.

Thompson Story

The William Hale Thompson story, when he was Mayor of Chicago three times in the booze-and-bullet, Prohibition era, has been written by Lloyd Wendt & Herman Kagan, titled "Big Bill of Chicago," to be published by Bobbs-Merrill in October. The prolific Louis Kronenberger, drama critic of Time, authored "Company Manners" (a cultural inquiry into American life), also for B-M. Kronenberger, general editor of Farrar, Strauss & Young's "The Great Letter" series, has just published "The Selected Letters of Lord Byron."

Another Caruso Brog

Another Caruso Brog
T. R. Ybarra. longtime N. Y.
Times and Collier's mag correspondent in Latin America, has
written another biog of the great
Italian tenor, "Caruso: The Man
of Naples and the Voice of Gold"
for Harcourt-Brace in November.

Earl Wilson's New Book
N. Y. Post columnist Earl Wilson
has written a humorous travelog,
"Look Who's Abroad Now," which
Doubleday will bring out in October. It includes Irving Hoffman's
description of his encounter with
the Geisha girls which he calls
"Kimona My House." The publisher's blurb observes that "while
this is a travel book we still recommend Richard Joseph for the
scrious traveler."

Simon & Schuster is loaded with Simon & Schuster is loaded with anthologies on its fall list. Starting with "Live Them Again," the editors of Time cover the three decades from flappers to flying saucers, 1923-1953. Philo Calhoun has edited "The Best of H. T. Webster" (who died in 1952) foreword by Robert E. Sherwood "The Esquire Treasury" 20 years of ex(Contnued on page 126)

SCULLY'S SCRAPBOOK

..... By Frank Scully (While Frank Scully is on vacation, these columns are being ghosted by a psychic medium of the same name-Ed)

by a psychic medium of the same name—Ed.)

As the dog days slow down the battered brains of writers everywhere, it's only common kindness to help them on their way again. They may be stranded far from boxtops or wrappings of Academy Award Oscars, and may even lack the postage to mail in a VARIETY masthead. Giveaways involving this sort of checkup are really comeons, and we have no desire to tarnish sweet charity with such gimmicks. They might, however, on picking up these plots free, say a prayer of thanks to St. Anthony for finding them such a treasure. If, on the other hand, they feel too beaten to thank anybody, they are welcome to all this even so.

Old Title

Old Tille

Old Title

BROTH OF A LADD

NEVER ASK THE END

This is a western with a brand new twist. It's for Cooper, Ladd and Palance. They all walk into a western saloon and shoot it out for the last great writer of westerns who hasn't been fingered out of the industry as a Communist,

Ladd wins and rides off with the writer, He straps him to a packborse, side-saddles, on account he's a Harvard Ph. D. They pick up a blonde who is hitch-hiking from Vassar. "Whoopee," exclaims the writer, "we're in business."

"Change that to I'" orders Ladd.

The writer does as ordered. "Now park yourself under that impless."

"Change that to '1'" orders Ladd.

The writer does as ordered. "Now park yourself under that juniper ve." Ladd tells him. "I need the horse for the lady."

tree." Ladd tells him. "I need the horse for the lady."
"Yes, sir."
Ladd puts the gal on the pack horse.
"Not side-saddle, please," she protests. "I went to Vassar, not Harvard."

Ladd laughs and lets her ride on his own mount behind him, with

her arms around him.

"The dope," murmurs the captive writer. "He'll ride himself out of full-length features into two-reelers with this sort of technique."

of full-length features into two-reelers with this sort of technique."

This is a picture for people who believe stars think up all they say and do.

Old Title

OUT FOR THE SEASON

THE HALF WHO CAME BACK

This is a story to cash in on football, 3-D and twins. It must be made in the heat of summer because football pictures demand realism. It can be made cheaply in the L. A. Coliseum, where the summer temperature rarely exceeds 130 degrees.

Hick and Slick Boyle were twin brothers who played every sport at Fudges College equally well. But Hick was dumb and Slick was smart. Slick paid for his smartness. He had to take every exam twice, once for himself and once to take care of Hick, all in three hours.

hours.

Then, once, Slick hurt his right hand. He got too fresh with Doray Mee, an Oriental co-ed who knew Judo and she threw him over a fence. So the next exam resulted in Hick and Slick flunking. The coach pleaded for a special test. It was granted. The trainers worked over Slick's right wrist and got him in shape to pass the exam. But he crill couldn't such as the control of the country of the country of the country of the crill couldn't such as the country of the crill couldn't such as the country of the crill couldn't such as the crill country of the critical
he still couldn't play.

Hick went into the big game with his right wrist bandaged. It was a phoney. Opponents thought it was the lame Slick and played to cripple his left arm as well. Hick fooled 'em. He tossed passes, caught passes, straight-armed and won the big game for dear old Fudges.

caught passes, straight-armed and won the big game for dear old Fudges.

Old Title

THE GENTLE LIONS

DANIEL AND HEDDY

This is a Biblical story which won't stand much checking without disintegrating right in the lap of the audience. It's about a Palestinian named Daniel and a dame named Heddy. Neither Shaw, Shakespeare nor DeMille has covered this one.

Our hero was descended from the Daniel who pulled the thorn out of the lion's paw and got licked so hard in gratitude for it that he developed a rash, To cure the rash, he developed a lotion of myrrh and honey that made a fortune for the family.

By the time the Caesars took over Palestine the fortune had dwindled considerably, but there was still enough left for the Romans to confiscate it on the grounds that the current Daniel was giving 10% of his take as a tithe to the Christians. The Romans called this "trading with the enemy."

In the dungeon Daniel met Heddy, who seemed to be trading with the enemy in quite another way. When the Romans found that she was not wasting her talents in the dungeon, anymore than she did in court, they ordered both her and Daniel to be thrown to the Lions, which met every Wednesday for luncheon and called each other by their first names.

The president of the do-gooders, a name-dropper, practically swooned

which met every Wednesday for luncheon and called each other by their first names.

The president of the do-gooders, a name-dropper, practically swooned on learning that our hero was a direct descendant of Daniel who inspired their organization by the way he acted in the lion's den and had practically been their standard bearer ever since. They elected our hero an honorary life-member.

This made the Roman captain in charge more furious than ever. He ordered the whole membership imprisoned in dungeons.

In the mass incarceration Heddy was able to escape in a centurion's uniform. She got all the way to Rome, and to Caesar.

Old Title

THE GELDED GRAFTERS

LOVE CONQUERS THE NEEDLE

Though neither believed in reincarnation, the feudingist families in Maryland were the Montagues and Capulets, and they were neighbors. Both were retired five-percenters. The Montagues ran a mink farm and the Capulets bred, if that is the proper word, capons. Though the parents hated each other's innards, their children got on very well. In fact, Jack Capulet was secretly engaged to Toni Montague, a girl. Pop Montague planned for her to marry Bill Brackett (of the Upper Bracketts), but there was no doubt in Jack Capulet's mind which one had the Toni.

One day Pop Capulet was talked by Bill Brackett into injective. The market them ever the montage them ever the montage them ever the montage them ever the montage them ever them.

Upper Bracketts), but there was no doubt in Jack Capulet's mind which one had the Toni.

One day Pop Capulet was talked by Bill Brackett into injecting the birds in the neck with a hormone that would make them even lazier, fatter and more sexless than surgery did. After the birds were dressed for market, Jack collected all the necks and heads and slipped them to Toni as feed for her father's minks. To their horror, all the minks that are of the capon necks became sterile. Montague's business was ruined.

minks that are of the capon necks became sterile. Montagues business was ruined.

Old Man Montague hit the ceiling, which because of a fog was practically zero that day. When he found out the source of the capon necks, he was all for shooting the whole Capulet family and Brackett, too. But Toni pleaded with him not to, by revealing the secret of her heart. "Well, yore not agonna marry a Capulet, datter" said Old Man Montague. "What if he et some of his own capons? Maybehe'll git what my minks got." Toni explained that couldn't happen because Jack Capulet was a vegetarian. "What's more, Father." she added, "Jack has found a way to feed minks with chlorophyll and soya beans. This diet takes the smell out of the skin to such an extent that even the FBI couldn't trace the source of the gift."

Pop Montague's eyes shone. "You mean it wouldn't matter whether Republicans or Democrats wuz in power, that our business would

soya beans. This distribution is a source of that even the FBI couldn't trace the source of that even the FBI couldn't trace the source of the wouldn't matter whether Pop Montague's eyes shone. You mean it wouldn't matter whether Pop Montague's eyes shone. You mean it wouldn't matter whether Pop Montague's would be source of the source

Republicans or Democrats war in power, that our pushess were go on just the same?"
"That's right, Mr. Montague," said Jack Capulet, who had come upon them unnoticed.
"Son, said-Old-Man-Montague, "Toni's yours."
This is a picture for people who don't mind graft if it's gelded and like to see love conquer all.

Broadway

Spencer Tracy back in Gotham liter a quickie Coast visit. Louis de Rochemont, indie film producer, off to Europe today [Wed.] on the Queen Mary.

producer, on to Europe today (Wed) on the Queen Mary.

Donna Reed in from the Coast to begin publicity tour for Columbia's From Here to Eternity."

John Gutman, Met Opera asst.

John Gutman, Met Opera asst.

Manager and opera-TV consultant, sailing today (Wed.) on the He de France from London for N.Y.

Richard Todd in from London over the weekend for bally appearances in connection with Walt Disneys "The Sword and the Rose."

Metro producer Pandro S. Berman to London for final confabs on "Knights of the Round Table," company's first CinemaScope picture.

ture.

Arnold Saint Subber enroute to London on the Queen Mary to confer with author Truman Capote about a new play the former may

Produce.

VARIETY'S Paris mugg, Gene
Moskowitz (Mosk) in town until
Aug. 15. first trip back in five
years; came to visit his ailing 62year-old father.

year-old father.

Milton Blackstone, manager for Eddie Fisher, will induct Harry Akst, longtime planist-pal of Al Jolson, as Fisher's Steinwayist with

Joison, as Fisher's Steinwayist with a jil dinner soon. Fred Waller, inventor of Ciner-ama, to Chicago to attend tonight's (Wed.) preem of the medium in that city, He was accompanied by pub relations consultant Lynn Far-

nol.

Tobe Davis, who lately received the Legion d'Honneur from France, leaves for Paris via TWA Saturday (1), to cover the Franch couture collections and then go, on to the Lido for a holiday. She will return to New York about mid-September.

to New York about mid-september.
People Today (Aug. 12 issue)
profiles Happy Benway, VARIETY'S
longtime Saranac mugg, under its
caption. "People In Journalism."
and titles the piece, "How To Be
Happy." Benway, a guest at the
will Rogers-Variety Clubs Sanitarium since 1930, has been doing
his regular stint in this paper ever

since.

"Encle Nick" Kenny, vet Mirror radio-Ty ed, operated on for gall-bladder yesterday (Tues.) in St. Clare's, where he will be another fortnight. Almost keeled over driving back from the Catskills last weekend, and had to put into a Monticello (N. Y.) hospital where it was falsely diagnosed as a heart attack.

Pittsburgh

By Hal V. Cohen Will Mastin Trio opened five-ny date last night (Tues.) at Twin 'oaches

oaches. "Miss Pittsburgh"
Shirley Jones, "Miss Pittsburgh"
to "Lady in the

Coaches.

Shirley Jones, "Miss Pittsburgh" last, year, set for "Lady in the Dark" at Pitt Stadium.

Jackie Heller in from N. Y. over weekend to visit his sister, Esther, and his father, both alling.

B. J. Keating home for few weeks with summer shuttering on Broadway of "Hazel Flagg."

Louis Maust, son of Louise Maust, Mountain Playhouse producer tagged by Uncle Sam.

Richard Hayes topping the Copabill this week, with June Valli and Christine Jorgensen following.

Bill Johnson here doing two outdoor musicals, "Three Wishes for Jamie" and "Music in the Air."

Johnny McTighe, assistant to manager of Kennywood Park, in Mercy Hospital for observation.

Danny Crystal and Illinois Jacquet's band booked with Johnnie Ray for his four-day stage stand at Penn starting tomorrow (Thurs.).

Paris

Rene Fraday to Italy on talent-

Rene Fraday to Italy on talenthunt.

Tino Rossi preparing for tour of South America and Canada.

Helmut Dantine here for looksee of possibilities in co-productions. Claudette Colbert into Sacha Guitry costumer, "Si Versailles Mi Etait Conte."

Jean Marsan comedy-click, "Zoc." going before cameras with Charles Brabant directing, New Pierre Barrillet-Jean-Pierre Gredy play, "White Queen," into rehearsal at Michel house Aug. 10.

Sol Hurok received the Legion of Honor here for his contributions as an ambassador of international goodwill.

Film based on five fables of La

be held in Saint-Jean-De Luz, Aug 3 to Sept, 15. This is another tour-

be held in Saint-Jean-De Luz, Aug. 3 to Sept. 15. This is another tour-ist-baiting fete.

Harry Bloom prepping a possible date here for the all-Negro revue, "Jazz Wagon," if top name can be found. Sugar Ray Robinson being sounded out for this one.

Gallie actors going to Rome for roles in new Alessandro Blassetti pic, "Our Time" include Michel Simone, Yves Montand, Daniele Delorme, Dany Robin and Francois Perier.

Colette Mars inked for N. Y. Plaza's Persian Room where she opens Oct. 29. Back from London appearance, singer will attend Tokio Festival in September on way to U. S.

John Huston huddling with a French production group on possibility of making a film in Indo-China next year. Also on Huston agenda is a possible 3-D pic in Italy and "The Matador" in Spain when Jose Ferrer is free next year.

Atlantic City

By Joe W. Walker
Stan Kenton goes into Marine
Ballroom July 31.

Lisbon

By Lewis Garyo French songstress Telly Bayona

French songstress Telly Bayona at the Nina nitery.

U. S. violinst Stanley Weinerdoing concerts in Portugal and Spain.

French warbler Antoine Martin off to Paris to join the Maurice Manfleurd orch.

Spanish songstress Juanita Cuenca and Brazilian samba dancer Alzirinha Camargo rehearsing for revue at Teatro Avenida.

The Casino Estoril songstress Elvira Rico with the Osvaldo Norton orch. Vieira Pinto and Tony. Amaral bands at same spot.

Argentinian chantoosie Sarita Antunes planed back to Buenos Aires after being starred for two months in revue at the Teatro Apolo.

Apolo.

Anna Maria Mascolo, ballerina of Circulo Iniciacao Coreografica, put under contract by Marquis de Cueva and has joined the company

in Rome.

Bonny Sisters, new Danish acrodancers who did well with the Joaquin Gasa Revue Co. at the Teatro Coliseu, into the Maxime nitery for 10 days.

Vienna

By Emil W. Maass
Linz (Upper Austrian) City Theatre put Menotti's opera "Amelia" on program.
Wienfilm shooting a drama of the Alps, "Magdalena Percht," at Salzburg Studios.
Volktstheatre touring West Germany with the Nestroy comedy.

Volktstheatre touring West Ger-many with the Nestroy comedy. "House of Temperaments."

Mozarteum orch, founded in Salzburg, elected former governor Josef Rehrl as president.

British Harmony Flms will produce the programment of the company flux in calculation.

opera films in color in coopera-with Austrian Ministry of

nce opera hims in too tion with Austrian Ministry of Interior.

Toni Karas, composer of the "Third Man Theme," opened his own Heuriger Wine Garden in Grinzing, Named it "Third Man."

Ireland

By Maxwell Sweeney
Duffy's, Fossett's and Kaves
Bros, tent circuses all report good

New Pierre Barrillet-Jean-Pierre Gredy play, "White Queen," into Pielarsal at Michel house Aug. 10. Soil Hurok received the Legion of Honor here for his contributions as an ambassador of international Robust Agriculture. Federal government shuttered as chief exec of Irish National Film Conttaine, "Lovers Happy Lovers," will have five directors in on it and will star Edith Piaf and Bernard Blier. (Collette okayed 18-year-old Nicole Berger and 18-year-old Nicole Nic

London

Towers of London signed Vera

ags. David Rose, the composer, sailed or N. Y. on the Queen Mary last

for N. 1. on the success.

Dave Apollon, featured in a recent Palladium bill, inked for TV, vaudeville and concert dates to the end of September.

Berkeley Smith, BBC-TV outside.

Berkeley Smith, BBC-TV outside broadcast commentator, planed to the U. S. and Canada last week to study American television methods. Sir Philip Warter will preside at the annual stockholders meeting of Associated British Picture Corp., which will be held here to-morrow (Thurs.)

Sydney Manchester appointed assistant general secretary of the Variety Artists Federation, and continuing in his present post of general organizer.

continuing in his present post of general organizer.

Sir Laurence Olivier closed deal to stage "Anastasia" at St. James Theatre next month following its NBC-TV truismission. Play was adanted by Guy Bolton.

The U. S. Air Force Band gave a Sunday concert at the Royal Festival Hall to aid the National Playing Fields Assn. of which the Duke of Edinburch is president.

Boscoe Holder, whose dancing troupe has been featured at Churchill's Club since last January, leaves tomorrow (Thurs.) for Monte Caelo for a season on the Riviera.

Stan Kenton goes into Marine Ballroom July 31.

Lewis booked by Paul D'Amato for last week of the season. Al' Martino opens Aug. 2 with Frankie Laine coming in week of Aug. 9th.

Jackie Miles, taken ill, had to cancel out of Steel Pier with Pat Henning filling in.

Ice Capades which opened here Friday night (24) drew full house in Convention Hall.

Vic Damone, the Will Mastin Trio, with Sammy Davis, Jr. in a repeat visit at 500 Club. Joe E. Lanny Ross headliner at Steel Pier vaudeville opening Sunday to laternating until Aug. 1. Harlem and Paradise nightclubs offering six o'clock in the morning Sunday breakfast shows for nightclub crowd, alternating weekly.

The U. S. Air Force, Band gave a Sunday Teach on Mary and Sunday Teach on Mary and Sunday Concert at the Royal Flexing Fields Assn. of which the Duke of Edinburgh is president. Boscoe Holder, whose dancing troupe has been featired at Churchill's Club since last January, leaves tomogrow (Thurs, for Riviera.

After finishing two weeks at Colony Restaurant and Astor Club Aug. 10.

Yvonne Sanson arrived in London From Italy last week for her role in Raymond Stross' (Star of India." opposite Cornel Wilde and Jan Wallace Pie will be released in U.S. through UA.

Anne Vernon, having finished Niven in "The Lave Leaves Laven"

pears on television Aug. 3. Innobens a four-week engagement at
Colony Restaurant and Astor Club
Aug. 10.
Yvonne Sanson arrived in London from Italy last week for her
role in Raymond Stross. "Star of
India." opposite Cornel Wilde and
Jenn Wallage Pie will be released
in U. S. through UA.

Anne Vernon, having finished
her starring role opposite David
Niven in "The Love Lottery."
leaves for America to star in the
Broadway production of "The LitIte Hut."

John Van Druten in for a onickle last week discussing with Huch
Beaumont, boss-of H. M. Tennent's,
the London production of "Bell.
Book and Candle." which has been
deferred until next year when Rex
Harrison, and Lilli Palmer will be
available to repeat their Broadway
roles.

Manager Barry Stortl, of Lon-

roles.

Manager Barry Storrl, of London Palladium, resigning after eight years to go into the vaudeville agency field being replaced by George Margrave, manager of Prince of Wales Theatre, Charles Thomas, Stone, formerly Margrave's assistant, is upped to manager

Reno

By Mark Curtis Champ Butler into New Golden

By Mark Curtis
July 29.
Paul Whiteman picked four in local tech-age contest for TV show this fall:
Joe E. Lewis followed Jimmy Durante into the Riverside, opening July 23.
Kirby Stone Quintet moved out of Cal-Neva Lodge into Cal-Neva Biltmore for two weeks.
Two casinos in this area both showed up in the red recently for first time in their history.
Four companies bidding for TV franchise put off for another two weeks while city council looks over proposals.
Four-lane highway over Donner Summit, important to keep winter traffic moving into area from California, okayed by the governor of Nevada.

Minneapolis

Millied pulls

By Les Rees

Augie's has Harry Cool Trio.
Northwest Varlety club annual
golf tournament set for Aug. 7.
Frankle Carle orchestra played
Prom and Excelsior Park ballroom
one-nighters.

Minnesota U Theatre offering
"Our Town," with "Ring Round
the Moon" underlined.
Hotel. Radisson host at pressradio-TV cocktail party for Quintetto Allegro, current Flame Room
headliners.

schools, and doing Minnesota U concert soon.

Annual "Aqua Follies," water-stage show and a local summer mardi gras attraction; has Four Step Bros., George Prentice. Rex. Remer and Toto & Julia for stage toppers, and Ann Curtis, Vicki Draves and Bruce Harlan as water aces.

Chicago

Pat Breen now flacking (or Blue

Note. Vine Gardens dropping vaude

Vine Gardens dropping values shows for summer season.
Helsings, northside bistro, may return to weekend value policy.
Johnny Desmond being, considered for lead in film biog of Russ

cred for lead in film biog of Russ Columbo.

Biff Elliott and Peggle Castle making stage appearances at Chicago Theatre for "I, the Jury."

Anita Loos, playwright, conferring here with Jule Styne and Mack Gordon on musical adaptation of her book, "The Great Caresse." resse. National conclave of Columbia

National conclave of Columbia records brought many top singers to town, including Doris Day, Jo Stafford, Rosemary Clooney, Champ Butler, Johnnie Ray, Tony Bennett, Lily Pons, Andre Kostelanetz and Jimmy Boyd.

Other diskery topliners entertained at annual outling held by coin machine ops of Northern Illinois yesterday. (Tues.). Among Inem were Eddie Arnold, June Valli, Homer and Jethroe, Eartha Kitt, Ralph Marterie and Russy Draper.

them were Eddie Arnold, June Valli, Homer and Jethroe, Eartha Kitt, Ralph Marterie and Rusiy Draper.

Washington

By Florence S. Love
Veonsky and Babin, duo planists as feature attraction with National Symphony Orchestra Nov. 5.

Manuscripts of several novels of the late Zane Grey, most of which vere made into films, presented to Library of Congress.
Variety Club dedicated a plaque to memory of eight of its deceased members in lobby of D. C. Emergency Hospital which is a principal recipient of Club charlies.
Central Labor Union (AFL) picking up tab for a weekly commentary over station WWDC by F Joseph Donohne, former prexy of D. C. Board of Commissioners.

Madrid

By Gegna Garr

Fire Island

Ry Robert Lantz
Arlene Francis and Martin Gabel al Cherry Grove.
Robert Fosse, Just out of MGM's "Kiss Mc Kate." weekending in Chean Bay Park with his wife, Joan McCracken.
Claude Dauphin relaxing after TV, preparing for his next Warner Bros, picture.
Dave Garroway here "Today" and gone tomorrow.
Variety Club dedicated a plaque to memory of eight of its deceased members in Jobby of D. C. Emergency Hospital which is a principal recipient of Club charlies.
Central Labor Union (AFL) picking up tab for a weekly commencated which is a principal recipient of Club charlies.
Dr. and Mrs. Irving Somach here on their way to a Provincelown vacation.
David Alexander and Harriet Kaplam to Matunuck, R. I., for the opening of "An Ancient Instinct" by Sig Miller.

Madrid

By Geeno Garr

Legit star Conchita Montes will go to Paris to present the three character play, "The Ball," by Edgar Negarville.

Abe Saperstein's Harlem Globetrotters and vaude acts at the bulls fight ring here to capacity biz prior to a tour of Spain and Portugal.

Legit stars Jose Franco and Paco I Munoz bave left the Lill Muraff Co.. and will appear with their own group at a Madrid theatre.

Spanish hallet company of Pilar Lopez, with Robetto Ximeney and Manolo Vargas, back in Madrid from their South American tour. Silvana Mangano's "Annia," distributed in Spain by Cifesa, in fourth month at Popeya Theatre liere, also doing well in provinces. Paquito de Lucio, new concedian who has done well at the hoxoffice for the last two seasons at the Teatro Metropolitano, pacted for pix next fall.

Cuhan dancer and singer Antonio Machin, after three months at the Fuencarral and Calderron Theatres, has left for Barcelona with his revue company.

Lola Membrives, Argentine legit star now popular in Spain, touring the provinces with the company of Teatro Lara of Madrid with whom she will work in Barcelona next September and October.

Pernando Fernan-Gomez, star of Stage and pix, started work on his second film, "The Message," which, le is directing and in which her stars: He also scripted. His preceding effort, "Madhouse," continues a bit here.

Impresario Francisco Losada opresented his revue "Love Adventinues" starring Carmen Morell and Pepe Blanco, at the Teatro Fuencarral. Produced last September at the Calderon here. Show has proved such a draw it is being transferred to various Madrid houses not occupied during the summer.

Hollywood

ero planed to Brazil.
odwin celebrated his

Hav. bodwin celebrated, his 40th is pix.
G. Lessing to Mexico City.
Walt Disney.
Carnera picked up his pix. can citizenship papers.
Elsa Lainchester celebrating 12th anni as star of Turnabout Theatre.
Arthur Kennedy left for Rio de Janelro for his role in "The Americano."

Cano."

Kathryn Grayson to Knoxyille
for benefit preem of "So This Is

ive:" Edmund Burke installed as com-under of 20th-Fox American Le-

Edmund Burke installed as commander of 20th-Fox American Legion Post.

Barbara Ruick and five models left on a nationwide four to bally Band Wagon."

Hollywood Foreign Correspondents named Sam Spiegel's "Melba" as best picture of month.

Jane Withers hospitalized with muscular cramps but doctors say there is no danger of polio.

Stan Laurel and Oliver Hardy heading for Europe in September to start round-world vainde tour.

Ghamandi La Bansal of India and Giuseppe Gorjus of Italy toured studios as guests of film industry.

toured studios as guests of him industry. Robert Stack appointed to Screen Actors Gulld-board of di-rectors, replacing Richard Carl-son, resigned.

Fire Island

Omaha

By Glenn Trump
Aqua Follies, played Mitchell,
Neb., last week.
Ringling Bros, booked for Norfolk, Neb., Aug. 24, to follow Council Bigffs: Ia., date.
Grey & Diana, acrobats, signed
for state American Legion convention here Aug. 1-3 here.
National Assn. of County Officials will stage its annual convention here next year to join in Centennial, celeb,
Horace Heidt show slated for
Scottsbluff, Neb., Oct. 8. His
troupe includes Reita Green, a
Scottsbluff anner.
Marion & Wallace, comedy
acros, will head J. C. Michaels
Varietics Revue at Cambridge,
Neb., celeb, Aug. 7-9.

Australia

AUSITAHA

By Eric Gorrick
Little theatres finding the financial going tough this winter.
Aussie newspapers cutting space states to win entertainment biz.
Joy Nicholfs will receive \$3,000 weekly under contract to Tivoli loop for a revue run.
Macquarie network furned in highest gross in its history under Charles Munro and Clive Ogllyy.
J. Arthur Rank will produce a Technicolor pic. in New Zealand before the end of year, Ken Annakin will direct, with George Brown producing.

kin will direct, with George Brown producing.
Several new smaller theatres due to open in Perth within next few months under indie operation. One will be a 450-seater while an-other only 300 seats.

Miami Beach

Sti hat Reviews

in roles not so well-written as those of their hushands, are handsome and satisfactory.

Good bits are offered also by Geoffrey Lumb, Billy Quinn and Kevin Coughlin as the charming Allen and Belden kids, while young Bruce Marshall is hilariously obnoxious as a neighboring brat who could give Dennis the Menace a run for his money. Lou Gilbert's Man in the Window is comically truculent, and Roland Wood makes much of his brief appearance as an eccentric and bewildered chemist. Burgess Meredith's direction keeps matters moving at a lively pace and introduces a few good bits of telling business. Norman-Rock's intricate set is also first-class.

Rock's intricate set is also madelass.
"The Frogs of Spring," tentatively scheduled for a Broadway outing in October, has possibilities. Benchley needs to strengthen his Benchley needs to strengthen his narrative thread, though, and he ought to sit down at his typewriter and do something about that weefully uncertain and unconclusive third act.

Mourning Becomes

Electra
Laguna, Cal., July 21
Junner Theate (Kenneth-Britch Paul) production of a new
Eugene O'Neill's trilogy,
Eugene O'Neill's trilogy,
Royle, Betty Paul, Setting by
Royle, Betty Paul, Setting by
Laguna (Cal.) Summer

Laguna (Cal.) Summer

Wells iguna Sumn and Joseph ion of E ited and di Glen Wells Dee Dee B Kenner h Borden ett Hills, D.D. Joseph Blake

O'Neill's tremendous trilogy has had comparatively few productions since it was originally offered by the Theatre Guild in 1931. Even in seasons when heavy

1931. Even in seasons when heavy tragedies achieved some success, "Montaing Becomes Electra" was far too long and costly for any commercial producer to risk.

Now, however, there is a strong possibility that "Electra" can be offered in a regular season and achieve the commercial success its artistic stature has deserved. Director Demetrics Vilan has succesfully adapted the triology into a conventional-sized drama that packs a potent punch.

artistic stature has deserved. Director Demetrios Vilan has succesfully adapted the triology into a conventional-sized drama that packs a potent punch.

Unlike too many adaptations, Vilan's telescoping of the trilogy retains not only the meaning, but the cadence and clarity of the original. He has wisely clung to much of the best in the original dialog, so that none of the O'Neill flavor is lost.

Condensation has been keyed to a one-set idea. All of the action takes place on the lawn in front of the impressive Mannon mansion in New England. The murders of General Mannon and Captain Brandt still take place on stage, but the suicides of Mrs. Mannon and her son are offstage. Much of what was eliminated was in the realm of psychological probing and examination of the complex-ridden characters. What remains is still gloomy, of course, but more gripping, since it is not diffused as in the original.

In addition to adapting the script, Vilan has directed, this try-out presentation, but the staging isn't up 40 his usual level. He has maintained the atmosphere of Greek tragedy, but was probably too close to the project to give it, most of the muances if needs. Too, he was hampered—as were cast members—by the demands of a strawhat troupe. One week's rehearsal time is insufficient for this offering, even in the cut-down version.

In this company, most of the

this offering, even in the cut-gown version.

In this company, most of the male members are far beyond their depths. Sclena Royle is fine as the mother despite a few first-act opening-night bobbles, and Betty Paul impresses in most of her scenes as Lavinia. Of the supporting company, Addyse Lane as Hazel and Frank Jurovich as Orin Mannon are most convincing in the investment usually made under remain on the others.

The Frogs of Sividual freedom, is right out top drawer.

Unfortunately, the third act is a letdown. Confused and indecisive, Aller Brady as the mother and the more purpose of their hushands, are hand some and satisfactory.

Good bits are offered also by Residual standard production, "Electra" condensed version to include a study as the mother and daughter respectively) began at 5 p.m., with a 75-minute dinner intermission starting at 7 p.m., vilian's version, runs right on the vince of their hushands, are hand some and satisfactory.

Good bits are offered also by Residual standard production, "Electra" could be an important offering in Residual standard production, "Electra" could be an important offering in the coming season. The project lifts the script out of the libraries and the polential is great.

Kap.

Three Men On a Horse

Three Men On a Horse
Coonamessett, Mass, July 20.
Richard Aldrich production of comedy
in three acts by John Ceril Holm and
George Abbott. Slars Wally Cox. Directed by Holm. Settings by Norman
Rock. At Falmouth Playhouse, Coonamessett, Mass. July 20, 53, 33.90 top.
Audrey Trowbridge Jill Kraft
The Tallor Start Townsend
Erwin Truwbridge Wally Cox
Erwin Truwbridge Wally Cox
Delivery Bookins Manuel Thatfore,
Harry Andrew Sabilia
Charlie Fred Gwynne
Frankie Teddy Hart
Patsy Walter Matthau
Mabet Kate Harkin
Moses Milton J. Williams
Gloria Tami Lee Grimes
Gloria Tami Lee Grimes
Gloria Tami Lee Grimes
Holel Maid Richard Helmann
Holel Maid Richard Helmann
Holel Maid Richard Helmann
Mr. Carver Edwin Jerome
Wally Cox Tive becomescaled

Wally Cox, TV's bespectacled, bedevilled Mr. Peepers, has chosen an ideal vehicle in the 1935 Broadway success, "Three Men on a Horse," for his current strawhat tour. Comedy, which has become a minor American classic, is staged by co-author John Cecil Holm here at Falmouth, and the results are some rollicking hot-weather entertainment. tainment.

hy co-author John Ceett Holm here at Falmouth, and the results are some rollicking hot-weather entertainment.

As Erwin, the mild-mannered writer of greeting card verse. Cox delivers a good comic portrayal. Erwin has a unique talent—while riding on the Ozone Heights bus, he can unfailingly pick the winners of the day's horse races. Through a series of fortuitous circumstances, he falls into the hands of three race track touts, who, naturally hold him incommunicado, since he is a virtual gold mine for them.

Slight, sandy-haired Cox has two valuable assets in his acting equipment: he can speak dialog as though he is actually thinking and saying the lines for the first time, and he is a firstrate pantomimist. This latter gift is particularly evident in the scene in which Erwin becomes inebriated during his barroom sojourn, and it is again displayed at the end of the play when Erwin, a stage-worm who turns, tells off the gamblers, his weepy wife, his Babbitt-like brother-in-law and his irascible employer. In other words, Cox is a genuine comedian.

His chief fault is that he doesn't always project his voice successfully. Audience members in the rear of the theatre and in the balcony complained that some of his lines were inaudible.

Aside from Cox, the Falmouth production wasn't ideally cast. Jill Kraft and Kate Harkin in the leading femme roles are barely adequate. But the three touts are uniformly excellent, with Teddy Hart scoring in his original Broadway role as the neurotic worrywart Frankie, Walter Matthau good as the fast-talking Palsy and Fred Gwynne laughingly dense, as the moronic Charlie. There are good bits, too, by Andrew Sabilia as the helpful bartender and Edwin Jerome Erwin's geumpy em-flower.

bits, too, by Andrew Sabilia as the helpful bartender a nd Edwin Jerome as Frwin's geumpy employer.

For the capacity opening night audience here, though, it was Cox's show. It's obvious that for his devoted fans, Mr. Perpers can do no wrong.

Dias.

Equity Mulls Continued from Page 119 =

franchising of all agent applicants tranchising of an agent appreaus unless disqualified on specific grounds. Also, franchises, would be issued in the name of business firms, instead of only to individuals as now.

the name of an individual em-

Disputes between agents and actors would be decided by the Equity council, with agents having the right to appeal such decisions to arbitration

In an explanatory report accompanying its recommendation the In an explanatory report accompanying its recommendation, the agency committee pointed out that it had spent about two years studying the question and formulating changes. It explained that the present regulations limiting commissions to 5% for a 10-week period and outlawing exclusive agency contracts actually tends to drive actors from the legit field rather than protect them in it.

It noted that the existing regula-tions have proved impossible to enforce, with many actors using non-franchised agents and some-times naving make the non-franchised agents and some-times paying under-the-counter commissions of 25-40%. Under such circumstances, the report pointed out, Equify is not in posttion to penalize the agent, but must try to discipline its own members. At the present time, it added, talent agency operation in the legit field does not pay for

Under the suggested code changes, the report declared, with all qualified agents franchised, there would be healthy competition among percenters and Equity could control the situation and, if necessary, take effective action to deal with infractions of the rules. Under

deal with infractions of the rules.

Report containing the recommendations was submitted to the council by the committee some weeks ago. Governing body is waking slow progress with it, however, and definite action is not expected for some months at the least. Moreover, any decision by the council is subject to ratification by the injon's membership. by the union's membership.

Agency committee includes
Ralph Bellamy, Edith Meiser, Jane
Seymour, Ruth Matteson, Ben
Kranz, Donald Cook, Scott McKay,
Edwin Clay and Willard Swire,
chairman

What'll Ike Do?

Continued from page 3

here, he had never seen a better job done by any organization in presenting facts to Congress.

presenting facts to Congress.

Second, and tying in directly with the first, is the adverse effect which the closing of film theatres would have on the general business of smalltown Main Streets. It is known that this was a potent factor, in voting of the Senate last Friday (24). Most Senators, had been reached by smalltown chambers of commerce explaining how the theatre brings; people in to shop for a wide variety of goods.

Third is a reason which weighted.

prople in to shop for a wide variety of goods.

Third is a reason which weighed heavily in the House voting—appeasement of old Dan Reed, chairman of the House Way and Means Committee, whom the Administration had rubbed the wrong way by slamming through extension of the excess profits tax.

The While House has at least one major tax bill coming up next January, complete revision of the tax statutes, including the excises. It needs Reed's help on this bill. Hence, it figures that President Eisenhower will sign the 20% repealer so as not to anger Reed any further.

There is also a whisper about that when Eisenhower had dinner with Darryl Zanuck at the White House hast week, he indicated that he might approve the bill.

Finally, the Treasury Dept. did very little to indicate to the Senate that it opposed the measure.

On the other side of the picture are a couple of poverful arguments, too.

First is the Administration stand that it cannot afford to Jose any taxes because of the huge deficit. That was the reason given for extending the obnoxious excess

taxes occause of the huge deficit. That was the reason given for extending the obnoxious excess profits tax. Treasury Dept. has estimated a net loss of revenue amounting to \$100,000,000 from the bill.

Second is the fact that the Administration is provinced.

ants cific industries, such as furs.

Second is the fact that the Adcific ministration is preparing an overall be tax revision measure for introduction next January. It is felt that no one industry should be exempt from consideration under the measure.

Libe Finally, there is pressure from other industries, such as furs.

Literati

cerpts from that mag, includes pieces by Hemingway, Steinbeck, Schulberg, Wolff, Wouk, Ruark, Shulman. The editors of "Art News" have compiled the 1954 edition of "Art News Annual" also n of "Art News Annual" S&S.

for S&S.

In a lighter vein, "The Best Modern French Cartoons" have been collected by Edna Bennett, while comedian-humorist Roger Price has another of his "Droodles." David Low's "Low's Cartoon History" (1945-52) is an October publication. Yale coach TV raconteur Herman Hickman has "The Herman Hickman Script Book" also due in October.

In the musical comedy idiom

Continued from page 124

"What Hollywood Thought of Mickey Spillane."

John Conway resigned as an editor of Look magazine to join the News Annual" also there vein, "The Best ench Cartoons" have led by Edna Bennett, edian-humorist Roger inother of his "Drood d Low's "Low's Carton You Rather Be a Fish." for publication by Doubleday-Doran.

Ralph H. Major, Jr., former editor of Cue mag and associate editor of Coronet, joined public relations from of Hill & Knowlton.

Jazz devotee-novelist Edwin Gillation by Doubleday-Doran.

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Jazz devotee-novelist Edwin Gillation from Hill & In the musical comedy idiom, reteran Broadway and West End ibrettists P. G. Wodehouse and In the musical comedy idiom, veteran Broadway and West End librettists P. G. Wodehouse and Guy Bolton have done an informal book of memoirs, titled "Bring On the Girls," treating with their long experiences as musical comedy collaborators with Ziegfeld, Gershwin, Berlin, Noel Coward, Marilyn Miller, Gertrude Lawrence, W. C. Fields, et al. Noel Coward Songbook' (51 numbers) with introduction and annotations by himself, And Louis Kroneriberger's "Cavalcade of Comedies" embraces 23 plays, in the last three centuries, ranging from Ben Jonson's "Volpone," through Shaw's "Pygmalion," O'Casey's "Juno and the Paycock" down to John, van Druten's "The Male Animal" by James Thurber and Elliot Nugent.

Still more anthologies include "The Scientisca American Reader"

Thurber and Elliot Nugent.

Still more anthologies include
"The Scientific American Reader"
and "House and Garden Complete
Guide to Interior Decoration."
"Churchill," by his contemporaries, edited by Charles Eade, includes contributions on the 80year-old statesman, written by
Compton MacKenzie, Viscount Simon Fisenhower Hitler Florescon Compton MacKenzie, Viscount Simon. Eisenhower, Hitler, Eleanor Roosevelt, A. P. Herbert, G. B. Shaw, Leslie Hore-Belisha, et al., "Year 1953." the annual picture history; "A Treasury of the World's Great Speeches" edited by Houston Peterson including fa-World's Great Speeches" edited by Houston Peterson, including famous orations from Moses and Demosthenes to Churchill and Eisenhower. "A Treasury of Hymns." selected and edited by Maria Lieper and Henry W. Simon; "Thurber Country." 26 pieces by the New Yorker's James Thurber, eight of which appeared in The Bermudian but never before published in the U.S.

In another idiom, Ward Greene

In another idiom, Ward Greene, editor of King Features Syndicate, has written a dog story, "The Lady and the Trantp." with a foreword by Walt Disney and illustrations by the Disney Studio; and Life, photographer Philippe Halsman, has authored "A Juvenile Picoli."

Barnes' Sports Anthologies Barnes' Sports Anthologies
Arch Ward has edited "The
Greatest Sports Stories from the
Chicago Tribune, 1847-1953" for
Barnes publication in October.
Another Barnes anthology is "This
Was Racing." by the late Joe H.
Palmer, N. Y. Herald Tribune and
CBS turf expert, with an intro by
W. W. (Red) Smith, also of the
H. T.

Still another Barnes anthology is 'The Argosy Book of Sea Stories,' edited by Argosy's editor, Rogers Terrill.

Still More Anthologies
Roland Emett, regular contributor to Punch (England), has compiled an anthology entitled
Emett's Domain: Trains, Trams
and of Englishmen," which Harcourt-Brace is publishing in October,

CHATTER Allen Churchill profiling Louis Nizer for Esquire.

Nizer for Esquire.

Dale Wright now New York editor of Jet, weekly Negro news mag.

Crowell to publish ex-Senator
Tim Connolly's autobiography next

Joachim Joesten has written
"The Luctano Story" for David
McKay publication in the fall.
August issue of Coronet magazine carrying eight-page picture
story entitled "Betty Hutton's Al-

McKay.

Thomas Y. Crowell & Co. is bringing out the 23d annual edition of "American Publicity (1953-54)" edited by Frank A. Mercer, in November

of "American Publicity (1953-54)" edited by Frank A. Mercer, in November.

August issue of True magazine contains a feature on Fred Waller, inventor of Cinerama. Written by Ralph G. Martin, yarn is entitled "Mr. Cinerama."

Kimball Flaccus seeking info on poet Edgar Lee Masters whose bio he's writing. Flaccus recently received a Eugene F. Saxton Fellowship to complete the tome.

Niven Busch's "Hale Merchant" scheduled for publication this fail by Bantam Books in a paper-back edition. Incidentally, Busch just signed by RKO to screenplay "The Big Rainbow."

Cartoonist Syd Hoff's "Oops, Wrong Stateroom," due for Ives Washburn publication in November. Same pub issuing "Weekend Book of Ghost Stories" edited by Herewood Carrington.

Danton Walker files to Beyhills today (Wed.) to cover studio activity for his Screenland monthly column, "Hollywood on Broadway." Title gets switch for one is sue—"Broadway in Hollywood.

Earl Wilson. Ohio-born, has been named master of ceremonies lor the Sesquicentennial Ball, to be held in four Columbus ballrooms simultaneously on Aug. 27. to celebrate the 150th birthday of the state.

Charles G. Pearson has been appointed city editor of the Topeka

Charles G. Pearson has been ap-pointed eity editor of the Tomeka Daily Capital. Edward H. Hoff-man, who has been city editor, re-turns to Kansas City to become bureau manager of United Press Newspictures Newspictures.

bureau manager of United Press Newspictures.

Scribe Mike O'Shea departs foday (Wed.) for return junket to Alaska, as guest of Nome Visitors. Assn. and Alaska Airlines. He will cover Yukon nightlife and military installations from Juneau to Point Barrow for a mag series.

Charles Morgan's play, 'The River Line,'' current at the Lyric, London, and due for Theatre Guid production this fall, is being published by St. Martin's Press, which is also bringing out Morgan's other play, 'The Burning Glass.''

British designer photographer Cecil Beaton traces the changing-customs and tastes in fashion through the years in his new book, 'The Glass of Fashion,' with '140 drawings, by the author, for Doubleday publication in November.

Doubleday reissuing DuBox*

bleday publication in November.
Doubleday reissuing DuBose Heywards "Porgy" (foreword by Dorothy Heyward). The novel, originally published in 1925, but been reprinted five times since, and is the springboard, of course, for the George Gershwin opera. Another reissue is '50 Great Americans," by Henry Thomas and Dana Lee Thomas, including suclipersonalities as Boone, Franklin, Fulton, Wahamaker, Pulitzer, Gershwin, Baruch, and Eisenhower.

McKay publication in the fall.

August issue of Coronet magazine carrying eight-page picture
story entitled "Betty Hutton's Album."

Scottish Daily Record, Glasgow,
running articles by schoolmaster
Archibald Neil condemning U. S.
comic books.

Sara Harris and Harriet Criddendon tell the "Father Divine:
Holy Husband" story for Doubleday in October.

Joe Hyams wrote the cover story
for the Aug. 1 Cue mag, titled

OBITUARIES

MRS. JENNIE MOSCOWITZ

M. Jennie Moscowitz, 85, vet
Jewish charácter actress, died
July 26 in the Bronx, N. Y. Mrs.
Mostowitz, the widow of Max
Moscowitz, legit producer and
manautr who died in 1947, was
horn in Jassy, Rumania; where she
made her acting debut while in her
early teens in "Camille," starring
Sarah Bernhardt. She came to
N. J. more than 60 years ago and
made her initial legit appearance
in Gotham on the Yiddish stage in
"The Two Orphans."

Wis Moscowitz's first Englishspicking role was in "The Melting,
Pot." She appeared for six seasons with David Warfield in "The
Auctionier" and for six years
playd Rose Potash in various editions of "Potash and Perlmutter."
She also was seen for a year-andstart of "Partner Again." Her MRS. JENNIE MOSCOWITZ

nto was seen for a year-and-it in "Partner Again." Her a half in "Partner Again." Her last theatrical appearance, was in the 1943 revival of "Counselor-at-Law" in which she portrayed Paul Muni's mother: She had the same role in the original production of the play in 1931. Other plays in which she appeared included the play in the play in 1931. role in the origination of the play in 1931. Other plays in united she appeared included "Kosher Kitty Kelly" and "Excursion." She was noted for her portrayal of mother roles.

A daughter and a son survive.

DALLAS TYLER

70, veteran stage actress who her debut at the turn of the July 25 at the Edwin Forrest Home

> "JEHLI" July 29, 1952 A Grateful Pupil

in Philadelphia, where she had been a guest for several years.
Starting her theatrical career in September, 1900, at McVicker's Theatre, Chicago, Miss Tyler subsequently appeared as leading lady in many plays. Her role at McVicker's was that of Lygia in Fred C. Whitney's production of "Quo Vadis." It marked her first notable success.

success.

Miss Tyler was the widow of actor Roy Fairchild who died several years ago. Interment will take place today (Wed.) in West Forest Lawn Cemetery, Philadelphia,

BENJAMIN FRIEDMAN
BENJAMIN FRIEDMAN
Benjamin Friedman, 65, pioneer
Minneapolis showman, died recently in Minneapolis, Minn., after a
long illness. He was president of
the Edina Theatre Corp., operating
two Minneapolis deluxe neighborhood theatres, and of the Albert
Lea Amusement Co., operating a
conventional and outdoor theatre at
Albert Lea Minn., as well as the
St. James Amusement Co., operating a theatre at St. James, MinnFriedman was a former Finkel-

a theatre at St. James, Minn-iedman was a former Finkel-& Ruben and Paramount and Paramount circuit executive, and at e had his own independent film hange in Minneapolis. He and three daughters sur-

ABRAHAM EDISON

ABRAHAM EDISON
Abraham Edison, 64, National
Broadcasting Co. Symphony Orch
cellist, died July 23 in New York
after an illness of three weeks.
Prior to joining NBC in 1926, he
vas with WJZ. He had been a
member of the New York Philharmonic Symphony Orch and was a
Charler member of the NBC Symphony.

Edison was NBC's first salaried musician. Born in Russia, he was brought to the U. S. during his youth, He was relies in the orch of the Ben Greet Players and toured with the Russian Symphony Orch.

Wife, two daughters and three biothers survive.

OLE NESS

Ole Ness, 65, actor and former regional director, of Federal Theathrs, in 11 western states, died July. 19 in North Hollywood. Moving to Los Angeles from Philadelphia in the early 1920s, he became associated with the Potbollers Theatre as actor and director.

On the screen Ness appeared in such pictures as "The Sin of Madelon Claudet," "Dawn to Dark" and "The Last Days of Pompeli." He had been ill for several years. His widow, known professionally as Nine Garrett, survives.

CHARLES B. H. VAILL Charles B Charles B. H. Vaill, 49, sales comotion director of station E.F.I. Boston, and former news-perman, died July 22 of cancer

MRS. FLORENCE E. NEWBOURG Mrs. Florence E. Newbourg, 74, nee Florence Walton, former sopprano soloist, died July 24 in Philadelphia after an illness of sovereless. prano soloist, died July 24 in Phil-adelphia after an illness of sev-eral months. She appeared as so-prano soloist with John Philip Sousa at the age of 18 and made early experimental records. Dur-ling World War I she was one of ing World War I she was one or the first to sing for men, in train-ing camps and as a result re-ceived the Award of Merit from President Wilson.

daughter survives besides her

DAVID O'DOWD

David O'Dowd, 74, retired soft shoe dancer and comedian died July 20 in Cincinnati. Starting with the McIntyre & Heath Minstrels, he later was seen in Victor and the McIntyre of the McIntyre o

strels, he later was seen in Victor Strels, he later was seen in Victor Herbert's "Little Nemo" operetta. For vears O'Dowd trouped in vaudeville with Eddie Smith, then formed an act known as O'Dowd the Papierre Sisters. He retired in 1944 after teaching fancy dancing in Cincipantia for come 16. in Cincinnati for some 16 vears

Surviving are his wife, two sons and two sisters.

JAMES WITHERS ELLIOTT
James Withers Elliott, 63, legi
producer and investment broken
lied July 21 in New York,
had brought a revival of "The Bat had brought a revival of The Batt to Broadway earlier this year, and had been working on plans for a Main Stem production of "Blow the Man Down" this fall. Among his presentations were "The Gorilla: "Castles in the Air," "Rope." "She Means Business" and "Hot Money."

Wife and two sisters survive:

MRS. ANTOINETTE B. MARCUS MRS, ANTOINETTE B. MARCUS
Mrs. Antoinette Brody Marcus,
57. concert singer, died July 27 in
Cincinnati. Mrs. Marcus, who had
sung both in the U. S. and abroad,
had been a member of the solo
chorus of the Cincinnati May Festival. She had also been ry instructor at the Cincinnati College
of Music of Music

Surviving are her husband, a aughter, singer Merle J. Marcus, id two brothers.

CYRUS KENDALL
Cyrus Kendall, 55, stage, screen
and radio actor, died July 22 at
the Motion Picture Country House
near Hollywood. He appeared at
the Pasadena Playhouse in 1917
and was a charter member of 18
Actors, Inc.

Kendall played in more than 100 films and was radio's first Charlie Chan. His widow and three children survive.

CLYDE DE VINNA

Clyde De Vinna, 60, veteran cameraman who won an "Oscar" in 1929 for his lensing of Metro's "White Shadows of the South Seas," died of a heart attack July 26 in Los Angeles, In show business since 1915, he was first camerama at Metro in 1925.

His wife survives:

His wife survives.

FRANK J. SIMEK
Frank J. Simek, 72, retired exhibitor, died at his Ashland. Neb., home July 18 following a heart attack. He owned theatres in Scotland and Tripp. S.D., before starting the Neu Theatre in Ashland in 1939.

Surviving are hidaughters and a son. are his wife, two

HARVEY A. SAMWICK
Harvey A. Samwick, 65, founder
and president of the American
Display Co., which supplies theatres with lobby posters and displays, died July 27 in New York,
He was an associate of the late
Marcus Loew and was an early
distributor of one-reel Charlie
Chaplin comedies.

Wife and four sisters survive.

FRANK C. HINCKLEY, JR. Frank C. Hinckley, Jr., research engineer—and—inventor, who has been associated with the Columbia Gramaphone Co., died July 22 in Stratford, Conn.

Hinckley was with Columbia for

50 years until his retirement in

ELLIS MIDGLEY
Ellis Midgley, 69, w.k. musical director, died in Edinburgh, Scotlan, June 30. He was musical advisor to Howard & Wyndham, Ltd., and was associated with Charlot and Firth Shephard rivues. He also was identified with several musical comedy successes, including "No No Nanette."

HARRY TAYLOR
Harry Taylor, 64, pioneer film
distributor, died July 21 in, Iloliy
wood following a heart attack, Ile
had been in failing health for four

nau been...

Taylor was formerly sales man-ager for National Serven Service and for a time with Universal. A son and two daughters sayive. age

CARL S. NAGEL rl S. Nagel. 51, violinist an imember of the St. Lou ph. Orch. died of cancer in S s July 21. He also was a fire et ... Symph. Or-vis July violinist with the Municipal Opera

orch. Widow, daughter and father

RUGGERO RUGGERI

RUGGERO RUGGERI Ruggero Ruggeri, 81. Italian ac-for, died July 20 in Milan, Italy, Making his acting debut at the age of 17, he was on the stage for 64 years. He was noted as an interpreter of plays by Luigl Pirandello. Wife survives,

Waldamar Ruemmler, a member of the Stage Hands Union, Local No. 6 for 53 years, died in St. Louis July 6 after a lingering illness. He worked at numerous St. Louis theatres and for the last 11 years theatres and for the last 1 was at the Tower Theatre.

Sister, 48. of legit producer Fred Finklehoffe, died July 24 in New Haven after a brief, illness. Sur-tiving, besides her brother, are her husband, a son, seven sisters and another brother.

G. Bertram Bodenhoff, 67, radio pioneer who directed Cleveland's first radio show, died July 24 in Cleveland. He had directed a num-ber of radio expositions in various attice.

Jack Moxham, 43. of Jack and Billy Moxham, comedy unicycle act, died at Nottingham, Eng. July 10. He collapsed during performance at the Empire Theatre, Nottingham.

Wilhelm Kanter, 35, member of aerial balancing act known as the Two Kanters, died at Blackpool, Eng., July 11, after fall during act in Tower Circus, Blackpool.

Mother, 75, of Max Siegel, gen-ral manager of NBC-TV's "Show f Shows," and Irving Schneider, of Shows of Snows, and frying semicider, Irene Selznick's general manager, died in New York July 28.

Brenda Watson, 21, "Ice Follies" skater, died July 21 m San Francisco, as the result of head and internal injuries sustained in auto crash.

Wife, 60, of cameraman Virgil E. Miller, died July 23 in North Holly wood after a four-month illness wood after a four-month illness. Her husband and five sons survive.

Wife of Geoffrey Shurlock, as-sistant director of the Motion Picture Association Production Code, died July 20 in Hollywood.

Daughter, 29, of Herman Busch Paramount projectionist, died July 13 in Kalamazoo, Mich. Husband and two children survive.

Wife, 60, of actor Leo Carrillo, died July 24 in Santa Monica, Cal. A daughter and a sister survive besides her husband:

Elizabeth Bohl, 90, mother-in-law of legit actiess Ann Dere, died July 21 at the latter's home in Elmsford, N.Y.

Infant son of George Neise, radio announcer, died July 20 in Los Angeles, a few hours after birth.

Ernest Broadbent, 69, died re-cently at Bradford, Eng. For years he was conductor of theatre orchs.

Victor Jarret, 78, radio-TV writer and retired compositor died July 26 in Nyack, N. Y.

Sidney Sankstone, 55, operator of the Ridge Theatre, Chicago, died July 15 in that city: George E. Williams, still photographer, died July 17 in Los Angeles.

Harry Hughes, 50. w.k. tenor, died at Rhyl, Wales, July 6.

Selling Setup

Continued from page 3

harm to the present method of distributing pictures.

Jury heard testimony from William Zimmerman, RKO attorney and sales exce. Al Lichtman, 20th-few director of distribution, and william F. Rodgers, Aletro, sales exce. Gist of the distrib argument was that the best way to market new pictures is to place them firen a downtown showense where through reviews of the big paper critics, advertising and world of mabe openings, he addition, it made openings, he addition, it would chart the picture which obtains the longest run in down houses usually beings in the largest coin in the sub-runs, Achanie in the present system, the distribs noted, would cause the filmeries to make pictures available at once for bidding to all the largest coin in the sub-runs, Achanie in the present system, the distribs noted, would cause the filmeries to make pictures available at once for bidding to all the largest coin in the sub-runs, Achanie in the present system, the distribs noted, would cause the filmeries to make pictures available at once for bidding to all the fairnes in eyery city or resort to multiple runs. Latter, it was noted, would cause the coin it deserves, Plaintiff cited the case of the BIRTHS able at once for bidding to all the atres, in every city or resort to multiple runs. Latter, it was noted, would result in a pleture having an amusually fast playoff, and would not give the entry an oppor-tunity to make the coin it deserves. Plaintiff cited the case of the

Unity to make the coin it deserves. Plaintiff cited the case of the drive-in theatre in Allentown, Pa., which received a court decision to bid against the downtown houses. Distribs contend they are willing to exheriment in certain areas in 10 experiment in certain areas in moving up runs but point out that Allentown, with a population of 106,000, presents a different situa-tion to Battimore, with population of 949,000, and other large cities.

'Oklahoma'

Continued from page 1 = week to be on hand for final selecweek to be on hand for final selection of the company. Rodgers and the hannerstein go to England a few days after Whyte; Hannerstein has been there foil the last couple of weeks, but returned Monday (27) for British edition of "King." pre- a second to the weeks.

British contion of "King," pre-sented by Williamson Music, they R & H publishing firm, opens Oct, 8 at the Drury Lanc, "South Par-icific," with Julie Wilson and Wil-bur Evans, costarred, is: currently at the Drury, but is stated to start a provincial tour Oct, 3.

a provincial tour Oct; 3.

Complex Angles

R & II takeover of the "Oklahoma" production is believed to be one of the lirst such transactions in legit history, at least as regards a smash show. It has been in negoa singsi snow, at his book in as tiation for some worths, and volved various complex angles, instance, ferms, for the Gui ductions are reportedly still being

outtons are reportedly still being worked out.

R & II have wanted to acquire the show for some time and the Gulld is understood to have agreed that such a setap might be simpler, since the authors already have a large staff now handling production and believe account. tion and business arrangements for two companies of "South Pacific plus "King and I" and "Me ar and "Me and

Juliet."
"Oklahoma," adapted from the Lynn Riggs drama, "Green Grow the Lilacs" salso a Theatre Guild Lynn Riggs drama, "Green Grow vidual studios eventually adopt as the Lilacs" (34s) a Theatre Guild long as all are compatible, and production), opened on Broadway in March, 1943, and except for summer lavoffs has been running eyer more than one widescreen projection. It was a record-breaking bit in London and on tour in England and has been produced successfully in Australia, South Africa and many other countrles.

"Carousel" and "Allegro," other R. & H musicals produced by the Guild, are not involved in the Guild, are not involved in the Guild, are not involved in the week admitted that the rental scheme might have merit with smaller houses that may not get widescreen projections, have long since closed, so the Guild no longer controls the rights.

N.Y. Stereo Bow

Continued from page 3 :

on each side of the specket force, thus eliminating need for a separate magnetic sound track. To accommodate the tracks, the sprocket holes have been made smaller and can accommodate any type film, whether CinemaScope, 3-D, or 2D, according to 20th whose research director, Earl I. Sponable, invented the magnitude of the magnitu Sponable, invented the process for Cinema Scope.

MARRIAGES

Mr. and Mrs. Norman Earl, son, Middlesex, Eng., June 28. Mother is Marie Benson, of vocal group, The Stargagers.

Los Angeles, July 19, Father is a cameraman.

Mr. and Mrs. Tom Dowd, daughter their cighth child) July 18, Boston. Father is manager of the Beacon Hill Theatre.

Mr. and Mrs. Jack Genung, daughter, Hollywood, July 20, Mother is Judith Ames, Paramount contract player.

Mr. and Mrs. Roderic W. Rahe, son, New York, July 24, Mother is Joan Marlowe, co-publisher of ter, Pittsburgh, July 20, Father's a deejay at WJAS.

Mr. and Mrs. Herb Wilson, daughter, Pittsburgh, July 21, Eather's with Brad Hunt-band.

Mr. and Mrs. Dick Means, daughter, Pittsburgh, July 3, Father's a pianist, formerly with Budy Lee orch.

Mr. and Mrs. Micel Kanes daughter, Mr. and Mrs. Micel Kanes daughter.

Oklaise Color of the Mr. and Mrs. Mikel Kane; daughiser, Hollywood, July 23. Father is a television director, and the same of the superior of the same of the superior of the same of the

Studios' 'Scopes'

Continued from page 1

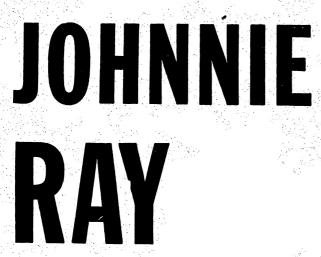
Scope trademark, which is so close-ly associated with 20th. In the view ly associated with zung in the viscos of 20th exces, a degree of jealousy over 20th being first. In the field further plays a part in Hollywo big search for a way to widen

ter what comera lenses the indi-vidual studios eventually adopt as

Trioducer spokers in m, are being offered a number of wide-angle lens systems that are claimed to do the same job as CinemaScope. Reason is that the leased only in the single version and that installation of the new sound equipment would start during the latter part of August.

The sound system, which implies considerable savings and greater flexibility and ease of operations, places four magnetic sound tracks on each side of the sprocket holes, thus eliminating need for a separate magnetic sound track, the sprocket holes have been made. Par spokesman last week indisantler and can accommodate any cated that the widescreen poser occasion.

ny cate that the widescreen poser oc-pe, cupied the attention of Par prexy th Barney Balaban during his recent I. Coast visit. Exec in N. Y. hinted Coast visit. Exec in N. Y. hinted Par was more impressed with Cine rama than with any other process





Starring in

"THERE'S NO BUSINESS LIKE SHOW BUSINESS" forthcoming 20th CENTURY-FOX Musical

Opening September 1st DESERT INN, Las Vegas

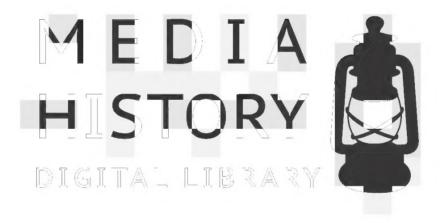
Latest Release—and Going Strong: "TELL THE LADY I SAID GOODBYE" b/w "ALL I DO IS DREAM OF YOU"

COLUMBIA RECORDS Personal Management



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